65 Abundant Life Seed Foundation
72 AFT Book Service
63 Amateur Brewer
70 American Council on Consumer Interests
69 Arkansas Gazette
68 Asbury Park Press

71 B. Dalton
40 Bennington Banner
57 Boulevards
55 Braverman Advertising
68 Brooklyn Daily Bulletin
39 Buffalo News Books

67 Capitol Reporter (MS)
34 Chattanooga Times
56 Chopmark
46 Chicago Sunday Sun Times
41 Chicago Tribune
34 Christian Science Monitor
72 Circle
4 Cooper Point Journal (Evergreen)
63 Cultural Information Service

68 Dallas Morning News
70 Des Moines Sunday Register
68 Durham Morning Herald

64 Eco-news
67 Express

25 Ft. Lauderdale News
33 Free Lance Star
72 Future Focus
50 Future Studies Newsletter (England)

49 Gazette
50 Gingko (German)

58 Heartland
52 High Country News
70 Human Economy Newsletter

67 In These Times
32 Independent Journal
70 " "
46 " "
24 International Herald Tribune Daily (Paris)

62 Kansas City Star

66 L 5 News
76 Le Sauvage
66 Leading Edge Bulletin
63 Library Journal
64 London Times
37 L A Herald Examiner
60 L A Times
63 L A Times

49 Manas
70 Merriam Center Library
68 Minneapolis Tribune
51 Minnesota Daily
50 Mutantia (Spain?)

65 Nashville Banner
27 Nation
26 Natural Science Book Club
48 New Age In Austin
62 New Scientist
53 New West
65 New York Times
47 New York Times Book Review
58 " " " "
73 New York Times Paperback Bestsellers
57 News Journal
33 Newsday
61 Newsreal (Good Times)
54 Newsweek
21 Next
71 North Country Anvil
28 Not Man Apart
66 Not Man Apart

64 Oakland Tribune
65 Open Chain
43 Oregon Territory (Statesman Journal)

1 Pacific Sun
76 Pala Verlag (Germany)
64 People
64 Phillips Exeter Bulletin
65 Plain Dealer (OH)
72 Publishers Weekly
74 Publishers Weekly Paperback Bestsellers

71 Quality Paperback Bookclub
13 Quest
72 "

26 Rain
58 Random House Catalog
67 Recreational Computing
69 Renewal

29 S F Chronicle Book Review
26 S F Examiner
66 S F Neighborhood Perspective
45 Scientific American
10 Seattle Times
11 Showcase (OH)
68 Solar Energy Digest
77 Stanford Daily
70 Sunday News Journal (DE)
63 Sunday Oklahoman
3 Suttertown News (Canada)

48 Tilth
50 Toronto Sunday Sun
68 TWA Ambassador

52 UPI

62 Village Voice
63 " "

5 Washington Post
60 " "
69 Weekly's Reader
65 Whole Life Times
62 Wilson Library Bulletin

ZIPPY
7.7.77
EVOLUTION

Next Whole Earth Catalog

By Linda Xiques

Pacific Sun
Sept 12-18 '80

In a faintly ramshackle old warehouse on Gate Five Road in Sausalito, an international — nay, almost intergalactical — group of crusaders are embarked on a mission improbable — compiling, compressing and collating all the information essential to the survival of the universe with the avowed aim of conveying it to the general public. Fighting against time, wrestling with recalcitrant publishers determined to see the more controversial material slip out of print, our crusaders — for surely we are the beneficiaries — have been working round the clock putting out *The Next Whole Earth Catalog* — an updated compendium of the *best* useful things — tools, ideas, books — in the whole wide world.

Naturally we assumed we had seen the last such catalog when *The Last Whole Earth Catalog* was published in 1970. And with *The Whole Earth Epilog* in 1974, it seemed that the work of Stewart Brand and his stalwart crew was surely complete. Brand's then newly-launched magazine, the *Coevolution Quarterly*, supplied voracious subscribers with plenty of new material to chew on. But Brand underestimated the speed with which time grinds even the most advanced technology into obsolete junk. Now, six years later, the *Epilog* is hopelessly out of date and must be completely revamped if a new generation is to draw sustenance and learn independent living from its pages.

The conviction grew in Brand's mind that a new effort had to be launched, somehow strength had to be found to rise up and get going on a whole new *Whole Earth*. But God Damn, what a lot of work! Everyone who had anything to do with the last gigantic effort knew it was a project that sucks its workers dry, disrupts their personal lives, divorces them from the world of friends, movies, secret assignations or well-earned sessions with the chiropractor. Who would willingly sacrifice himself to head such a project?

Ah, but Brand is wily and he knew that idealistic journalism students, whole not born every minute, at least exist in plentious numbers, and sure enough, one such wandered into Brand's web and offered his services. Art Kleiner, a graduate student six months out of the journalism school at Berkeley, jumped at the chance to work on the next catalog and was duly installed as assistant editor. Fortunately, the rest of the staff — 12 *Quarterly* regulars plus six or so temporaries hired for the project — were new since the last catalog push and were in happy ignorance of what lay ahead. "We were surprised many times," says Kleiner, a master of understatement, "at just how much there was to do." (Actually the typesetter, Evelyn Eldridge-Diaz, was a veteran of the first catalog, but hiring three additional typesetters helped mollify her.)

HAVE YOU EVER seen a *Whole Earth Catalog*? If so, you know it's jam full of where-to-find-it blurbs, short advice articles ("More Boots for Your Buck"), how-to-do-it diagrams, long survey articles and reviews of the best books written in any of a hundred areas: anthropology, economics, natural history, land use, outer space, and on and on. It's fascinating stuff — guaranteed to set your mind whizzing. Chances are if we'd had the *Catalog* fifty years ago, no one would ever have come out of the outhouse.

The staff of The Next Whole Earth Catalog; mentor Stewart Brand is at the lower right. **Photos by Ray Baltar**

The next catalog aims to outdo its predecessors. Thirty percent of the material is totally new, the rest has been radically updated and newly indexed. Proofreader Nancy Dunn (one of many sacrificing their eyesight to the project — each page is proofread three times, including a final time by editor Stewart Brand) says, "If we didn't try so hard for accuracy, we could probably speed up production by many weeks . . . . The last catalog was much simpler really. A lot of people liked that homespun look, but in comparison, this one will be gorgeous."

Before production could get into full swing, novice editor Art Kleiner had to acquire a copy of every book ever reviewed in the catalog (this runs into thousands) as well as copies of books being reviewed for the first time. Revisions and changes of address or price had to be noted to make sure all 3000 books are currently available by mail order. Collecting the books meant hours on the phone wheedling publishers eager to send new books for review but reluctant to dig around in warehouses for old books, no matter how useful, currently revolutionary or intellectually stimulating. "Sometimes it took two or three phone calls just to get them to cooperate so that we could give them a plug," says Kleiner.

Twenty-six-year-old Kleiner, who thought when he hired on that "this would be a 30 hour a week job," found the project eating up his daylight hours and encroaching on his sleep. "During one period I was working 60, 70, 80 hours a week. I wound up sleeping at the office — working until midnight, then getting up at 6am to start again."

If *Catalog* staffers get little sleep and have next to no private life, they nevertheless eat very well indeed. Stuffed between the business office and the production room is a fully equipped though decidedly funky kitchen. Most days, as morning heads toward noon and stomachs begin to rumble, one or two cooks on the staff will start talking food and planning a menu. As inspiration reaches a high pitch, money is collected and an expedition sets off for the nearest grocery store. Once back, the self-appointed chefs chop, grate and saute with verve while garlicky fumes waft into the workspace and starving staffers salivate

continued on page 6

Fact and fantasy

In addition to heavy-duty fodder for fact freaks, *The Next Whole Earth Catalog* features its own brand of fantasy. In one corner of each double-page spread appears the "Rising Sun Newsletter," a regular feature of the *Coevolution Quarterly* written by assistant editor Anne Herbert. Generally consisting of whatever has been muddling around Herbert's agreeably weird head — thoughts, observations, true-life adventures, dope dreams — each newsletter is accompanied by delicate pen and ink drawings of the Sausalito water front, the city skyline, the bay bridges, even Mount St. Helens blowing her top. The idea is when your head is spinning from information overlead, you can slam the catalog shut, flip the pages of the lower right hand corner and beguile yourself by watching the sun endlessly rising and setting.

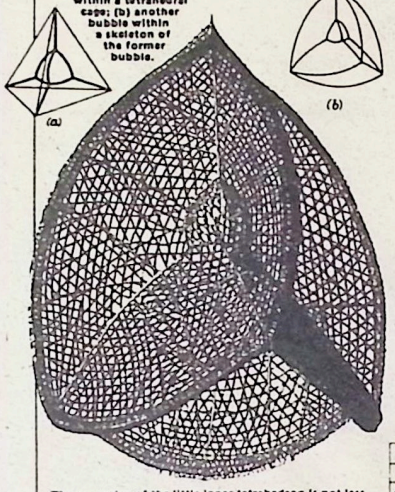
On Growth and Form

A paradigm classic. Everyone dealing with growth or form in any manner can use the book. We've seen worn copies on the shelves of artists, inventors, engineers, computer systems designers, biologists. —SB

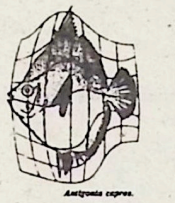
On Growth and Form
D'Arcy Wentworth Thompson
Two volume edition
1917, 1952; 1,116 pp.
$120 postpaid

Abridged paper edition
1917, 1961; 346 pp.
$11.95 postpaid from:
Cambridge University Press
510 North Avenue
New Rochelle, NY 10801
or Whole Earth Household Store

Diagrammatic construction of Callimitra. (a) A bubble suspended within a tetrahedral cage; (b) another bubble within a skeleton of the former bubble.



The geometry of the little inner tetrahedron is not less simple and elegant. Its six edges and four faces are all equal. The films attaching it to the outer skeleton are all planes, its faces are spherical, and each has its centre in the opposite corner. The edges are circular arcs, with cosine 1/3; each is in a plane perpendicular to the chord of the arc opposite, and each has its centre in the middle of that chord. Along each edge the two intersection spheres meet each other at an angle of 120°.



Antigonia capros.

Pseudopriacanthus altus.

Polyprion

Patterns in Nature

This is a book in which, with a few photographs, some clear uncomplicated text and an occasional number, you are plunged into nature's mysteries. I suspect that the route to the frontier need never be more complicated than this, but there are so few guides who can show you the way.

I wish the book were five times as long as it is because reading it is such a pleasure. There are eight chapters:

1. *Space and Size*
2. *Basic Patterns*
3. *All Things Flow*
4. *Spirals, Meanders and Explosives*
5. *Models of Branching*
6. *Trees*
7. *Soap Bubbles*
8. *Packing and Cracking*

—*Steve Baer*

Patterns in Nature
Peter S. Stevens
1974; 240 pp.
$6.95 postpaid from:
Little, Brown and Co., Inc.
200 West Street
Waltham, MA 02154
or Whole Earth Household Store

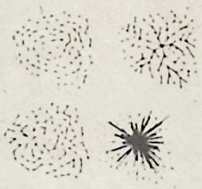
In matters of visual form we sense that nature plays favorites. Among her darlings are spirals, meanders, branching patterns, and 120-degree joints. Those patterns occur again and again. Nature acts like a theatrical producer who brings on the same players each night in different costumes for different roles. The players perform a limited repertoire: pentagons make most of the flowers but none of the crystals; hexagons handle most of the repetitive two-dimensional patterns but never by themselves enclose three-dimensional space. On the other hand, the spiral is the height of versatility, playing roles in the replication of the smallest virus and in the arrangement of matter in the largest galaxy.

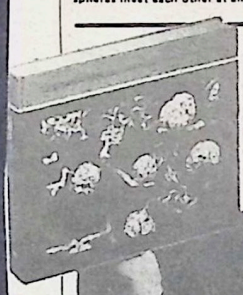
Another benefit of small leaves is that they enable the tree to adopt different patterns of growth in different environments. The giant fronds of the palm grow with a strict spiraling symmetry, the same on the north side as on the south, the same to windward as to leeward. Compare the palms, which have a strict geometrical leaf development, with the small leaves that the elm puts forth from freely flowing branches. The elm fills each chink of its environment with a specially tailored structure, while the palm builds the same edifice for every occasion.

The rule stands: cracking in elastic materials occurs suddenly, around 120° joints; cracking in inelastic material occurs sequentially, and new cracks join old ones at 90°.

Consequently, films and cracks have a great deal in common. Films that are elastic, like films of soap and water, shift in relation to one another to meet at 120° – just like cracks; films that cannot deform their boundaries meet those boundaries at 90° – just like cracks.

Nature does not premeditate; she does not use mathematics; she does not deliberately produce whole patterns, she lets whole patterns produce themselves. Nature does what nature demands; she is beyond blame and responsibility.





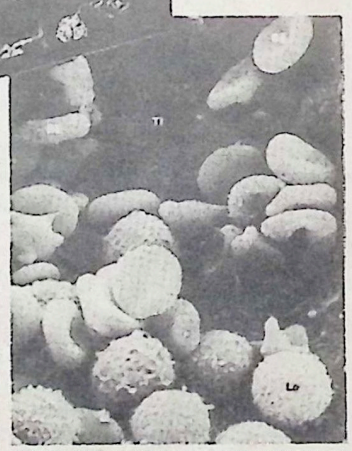
Tissues and Organs

The poetry of the body – as seen by the scanning electron microscope. Taste buds like great leafy cabbages. The microstructure of the eye, tiny transparent cells dovetailed together as precisely as prisms. The delicate lacework of folded membranes within which the organelles of the cell hang like Christmas ornaments wrapped in swirls of gossamer. The macrophage cells like free-wandering dustmops, the street-cleaners of the lungs. And everywhere the delicately-sculptured complex of the blood vessels, reaching into the body's every corner.

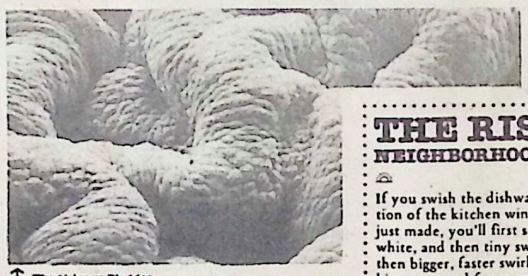
Mostly pictures, as it should be. The captions and brief section introductions provide just the right amount of background information in a most readable form.

—*Tom Ferguson, M.D.*

Tissues and Organs
(A Text-Atlas of Scanning Electron Microscopy)
Richard G. Kessel and Randy H. Kardon
1979; 317 pp.
$12 postpaid from:
W.H. Freeman & Company
660 Market Street
San Francisco, CA 94104
or Whole Earth Household Store



This figure illustrates a number of biconcave erythrocytes (BE) and rounded leukocytes (Le) within an arteriole. Many of the blood cells are in contact with the inner surface of the tunica intima (TI) layer of the arteriole.



↑ The Urinary Bladder

← Eye - Lens

THE RISING SUN
NEIGHBORHOOD NEWSLETTER

If you swish the dishwater and watch the reflection of the kitchen window in a bubble that was just made, you'll first see just the window color white, and then tiny swirls of red and green and then bigger, faster swirls of red and green and then bigger yet and faster swirls of purple and blue and then yellow swirls chasing them out and turning white. Then the white gets black dots in it, the black dots get bigger and bigger until it all looks like the night sky moving – tiny white dots in black, and then the bubble bursts. It always happens in roughly that order – red and green to start and black and white at the end for sure, and the other stuff in between is pretty much the same too. If you blow bubbles in the dark, they reflect more light than you thought was there. You can tell how far from the outside you are by blowing a bubble inside. If it falls straight to the ground, you're too far inside. If it blows around a little, you're ok.

A sample page from the Catalog. Note the "Rising Sun Newsletter" in the lower right hand corner.

Next Catalog

continued from page 5

on their flatwork.

On the day this reporter was on hand, attempting to gather material for a story without impeding the march of progress, typesetter Kara Adanalian had prepared an "Armenianful experience" for the crew — tubs of noodles, parsley and parmesan cheese plus a couple of skillets of pungent stir-fried broccoli and onions. For dessert, Lorrie Gallagher, who ordinarily

With a studious perusal of the Catalog, a person could become the smartest person on earth.

keeps track of subscriptions, whomped up two huge blueberry cobblers. Half-gallons of wine and ice cream stood at the ready. Talk about your fringe benefits.

Stewart Brand, looking a little wan and worn from his labors, emerged from his private sweat shop to partake of the lunch. (Brand is the wasp-waist of this hive of activity. All the pre-production material funnels onto his desk for decisions, then out to the designers and paste-up people.) Stoking up for the afternoon push — most of the staff work until six or seven every evening — Brand munched steadily, smiling as the talk flew around him.

"Hang out in the kitchen," I had been advised; "That's where the fascinating interaction takes place." Today's conversation ranged from current events to sex. Someone had just read an article claiming sexually active women get less breast cancer. "Humph, now we know sperm prevents breast cancer while causing cervical cancer."

Much discussion about the need for a "tasteful" get well card for a cohort incapacitated by hemorrhoids and somewhat embarrassed about his ailment. One of the artists whisked off and came back five minutes later with a handmade card lettered WELLNESS in rainbow colors. Immediately it was handed to *Quarterly* editor Stephanie Mills with a demand to "write something wry and witty." Put on the spot, Mills at first demurred, then penned "Piles of Good Wishes."

Noting the volleyball net outside the kitchen window, I inquired if a game was on the lunch hour agenda — *that* would be a fascinating interaction. "Nope, we used to jump up and play volleyball after lunch, but we all suffered from acute indigestion." Now the volleyball break is saved for late afternoons.

By 2:30 or so, well-fed, everyone was back at his or her particular niche — drawing, proofing, pasting, or on the phone wheedling. Brand had retired to his cubby, intent on getting out the six to eight pages a day necessary to make the production deadline. Kathleen O'Neill, one of the two art directors, prepared to resume work on the inside back cover — a reproduction of "our one million galaxy map."

continued on page 16

Staffers sample Kara Adanalian's "Armenianful experience."

Next Catalog

continued from page 6

Admitting that she will be glad to get back to the old *Quarterly* schedule — a mad six weeks push four times a year, with the rest of the time free — she still has relished the experience of assembling the catalog. "I feel I know much more than I ever have in my life. I keep wishing I had a photographic memory."

An interesting thought, that. If one had a photographic memory and studiously applied it to perusing the 608 pages of the *Next Whole Earth Catalog*, that person might well become the smartest person on earth — a walking repository of ideas, a living retrieval system for esoteric thought, as well as a goldmine of useful practical information — how to debeak a chicken or hang the wash without clothes pins. If the ambition to wrap yourself around such knowledge stirs you, read on.

The Next Whole Earth Catalog (it could be the very last one, who knows?) will sell for $12.50 in bookstores but as a special offer to those who act before December 21, a one year's subscription to the *Coevolution Quarterly* ($14) will also net you a fresh copy of the *Catalog*. Such a deal, right? Such a Christmas gift item, right?

Proceeds from the *Next Catalog* (and the staff hopes they are plentiful since costs have far outrun the $130,000 production budget) will probably be plowed back into improving the *Coevolution Quarterly*. To benefit from all this improvement, send your checks to *The Next Whole Earth Catalog*, c/o *Coevolution Quarterly*, Box 428, Sausalito, CA 94965.

3396

Whole Earth Catalog

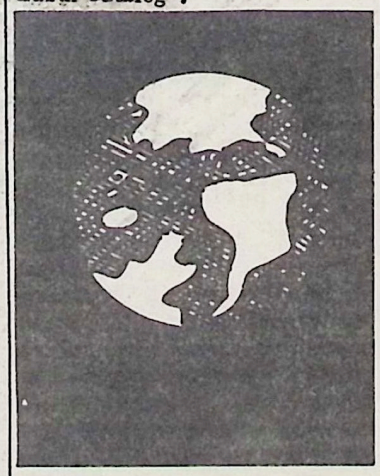
If you really need to know how the astronauts urinated and defecated in the zero gravity of a spaceship (p. 14), how to harness an earthworm (p. 73), how to build your own loom (p. 278), airplane (p. 458), or violin (p. 473), you'll find it all in "The Next Whole Earth Catalog", which is out now.

The current edition is bigger (5-1/2 lbs.) and slicker than its predecessors. The front cover is a color photo of the earth, taken by the Apollo 17 crew, and the back cover shows the earth rising on the moon's horizon.

Now printed on 11 by 15 white coated paper instead of newsprint, the 608-page text is organized in nine major categories; Whole Systems, Land Use, Soft Technology, Craft, Community, Politics, Nomadics, Communications, and Learning.

Under each category there are from 60 to 175 subjects, and within each subject are one to five pages of entries on state-of-the-art tools and publications. Items are listed only if they are: 1. Useful as a tool, 2. Relevant to independent education, 3. High quality or low cost, 4. Easily available by mail.

The stated purpose of the "Catalog" is to aid in developing the power of individuals to conduct their own education, find their own inspiration, shape their own environment, and share the adventure with whoever is interested. Tools (and publications) that help in this process are sought and promoted by "The Next Whole Earth Catalog".



The listing on each item follows a similar format.

Immediately under the headline is a short paragraph of evaluative rationale for its inclusion, followed by all of the factual material that you need to place an order (name, address, price).

Over 95 percent of the listings are of books, usually either for reference, instruction manuals, or catalogs that can be used to order tools. Usually the listing also includes a short excerpt from the book, just long enough to give you the flavor of the contents, and frequently there is a photo or sketch.

A little zing and sparkle is added to all of these facts by frequent philosophical treatises, and a gossip column in the lower right hand corner of each page, titled "The Rising Sun Neighborhood Newsletter". Some samples: "Once you turn the TV off, there are an infinite number of channels to choose from", "In some small towns, almost any form of eccentricity is acceptable as long as it is neither political nor sexual". "Libraries will get you through times of no money better than money will get you through times of no libraries".

I love the Whole Earth Catalog because it makes me feel like a ten-year-old kid again. The marvelous admixture of the cosmos and the compost, the exotic and the mundane, and the glimpses of other ways of thinking, living, and working always short-circuit the stereotypical thought patterns. No matter the present anger, we and the brains will always be fellow passengers on spaceship Earth.

If you want to be a kid again, invest $12.50 in your own copy as soon as you can. Solar Syndicate in Old Sac expects to receive their supply around October 27, and all of the other stores should have theirs soon.

Suttertown News Oct 17 '80

Suttertown News "Sacramento's other newspaper". Oct 17 '80

archived 12/6/80 (CWA)
Cooper Point Journal / Evergreen State College

Cooper Point Journal
Evergreen State
Dec 6 '80

Whole Earth Catalog Rises Again

By Roger Stritmatter

The inevitable question can be answered in one word. No, the **Next Whole Earth Catalog** is not simply a commercialized sequel to the 1971 **Last Whole Earth Catalog**. It is not a New Age Sears & Roebuck for the politically correct of a capitalist rip-off designed to pander to collective nostalgia for the good-ol' days of Apollo Space flights, LSD, ecology, and back-to-the-land-when-it-was-only-$200/acre and Dad was still paying for it.

Reviewing the Catalog is like trying to fit a square peg into a round hole. Somehow the sharp edges of the words, sentences, paragraphs don't match the smoothly rounded contours of the subject. But if you have even a mustard seed of curiosity, the **Next Whole Earth Catalog** can be a source of unending inspiration and personal growth. I received my copy in the mail a few weeks ago and since then, I haven't done much except thumb through it and read bits and pieces out loud to CPJ staff, nonexistent roommates, or anyone else who will be amazed, amused, or merely entertained along with me. I feel like a little kid in a candy store.

The subtitle is "Access to Tools"—tools both in the literal sense and the metaphoric sense. For example, you want to plant a garden. The **Whole Earth Catalog** lists suppliers of quality tools, seed catalogs, books and periodicals explaining the "how to," pest control references, beekeeping suppliers, information on composting toilets, the history of human relations to the land, and an article on community gardens.

If you aren't interested in gardening, no matter. The list of subjects cataloged and explored in the book is almost endless: solar technology, human sexuality, household economics, watersheds, calligraphy, and cockroaches. There's a review of Martin Buber's **I and Thou**. Peter Elbow's **Writing Without Teachers** is placed (yes, Peter's ears are burning) right next to **The Elements of Style** by Strunk and White. And pages and pages of articles on computers, Hoedads, watershed consciousness, teaching without schools, inventing, planting trees, the illusions of money. And many more.

The editors of the **Whole Earth Catalog** owe no financial obligation to any of the businesses listed in the Catalog. Their purpose is to empower people to "conduct their own education, find their own inspiration, and (with a wholesome appreciation for the consequences) shape their own environment." If an item appears in the Catalog, it supports this purpose and qualifies by virtue of excellence. In fact, some of the books listed in the Catalog are out of print. They appear alongside the communique of the Whole Earth staff: "Get this book back in print!"

"Why aren't you reviewing our new books?" a publicity lady at Crown Books asked Whole Earth Editor Stewart Brand. "Didn't you get the new ones we sent you?"

"Yes lady, we did," Brand replied. "They were inferior. Please keep the good ones in print, and revised, and promoted, and appreciated for the reputation they've made for your house."

It's not really possible to understand what the **Next Whole Earth Catalog** is, or why, without understanding where it came from. In the years since "whole earth" first became a generic term for a way of thinking and a way of life, Stewart Brand and his friends have carved a niche for themselves in the waterfront community of Sausalito, California—and among the intellectual counterculture in America—by publishing a compelling little magazine, the **CoEvolution Quarterly** (CQ).

Although Brand claims the magazine has no unifying theme, it has distinguished itself by consistently publishing the work of writers, scientists, and thinkers who are on the fringes of their disciplines—the lunatic fringes where creative ideas merge, die, and coevolve. The Spring 1980 issue, for instance, contains an article on using light rail as an alternative transport system, an interview with "the man of the trees" St. Babe Baker, an article on reforestation of severely eroded land in India, the musings of iconoclast scientist James Lovelock, an article on the Soviet Union in world affairs, and a review of the practice of "shramadana"—community self-help—in Sri Lanka. Cartoons by Dan O'Neill and R. Crumb, reviews of libertarian periodicals, "Confessions of an Energy Professional" by David Bainbridge, and some bizarre and wonderful fiction, round out the issue. There are no ads, lots of letters-to-the-editor, and a full page revealing the financial details of the magazine's debts. Like most small magazines CQ is in debt.

The Next Catalog, at least in part, is a gambit to save CQ from sinking in the mass-marketing economy of modern America. **Point**, the non-profit foundation which publishes CQ and the Catalogs, has nursed the magazine with profits from the $1.2 million sales of the **Last Whole Earth Catalog** (along with donating much of the money to various other socially oriented, nonprofit enterprises) for nearly four years now, but funds from that source have dried up and no other life raft was in sight until somebody dreamed up the idea of publishing another Catalog.

If excellence is one byline for Stewart Brand, paradox is another. His experiences as a Merry Prankster in the 1960's unavoidably color the style and content of the **CoEvolution Quarterly** and the **Whole Earth Catalogs**. He is a man who thrives on contradiction and seems to delight in provoking controversy, even among his friends and political allies (he once taught members of the War Resister's League how to play "slaughter"). Any idea that threatens to become dogma risks being skewered by the pens of CQ reviewers.

Thus, in 1974, the magazine predicted impending apocalypse and then interviewed the Brookings Institute's chief technological prophet, Herman Kahn, who denounced the "new class" intellectualisms of CQ's counterculture staff and readership. It lionized E. F. Schumacher and then, ran an article condemning the American cult of Appropriate (Big A, Big T) Technology. It trumpeted Gerard Oneill's space colonies as a solution to earthly ailments—and then published the outraged responses of Wendell Berry, R. Crumb, and other critics. And they pitted Berry, a Tennessee horse farmer and author of **The Unsettling of America**, in the debate of the century with former Secretary of Agriculture, Earl Butz, a champion of big-is-beautiful corporate agriculture in America.

Not all of this willingness to be controversial makes everyone happy all of the time. A number of outraged readers, for instance, once cancelled their subscriptions to the magazine in response to a cover by cartoonist R. Crumb which many construed to be anti-semitic or bigoted against factory workers. Personally, I share Wendell Berry's contempt for Stewart Brand's flirtation with space colonies. I also fail to see the redeeming aspects of punk rock music (the Next Catalog reviews two pages of punk magazines) nor do I believe that Dungeons and Dragons is a healthy antidote for teenage frustrations.

On the other hand, I feel indebted to **CoEvolution Quarterly** for alerting me to the importance of these cultural trends, which—however senseless they seem to me personally—do portend significant changes in the evolution of modern thought. And Stewart Brand did (dammit) change my mind about the merits of the metric system; I'm now against universal conversion.

Reviews in CQ and the Next Whole Earth Catalog characteristically condense the effervescence of a book or magazine

into a single sentence or a witty parable only a paragraph long. My favorite is the review of the massive ecology text, Ecoscience. "If you could save the world by throwing a book at it, this might be the book." Or there's the story about soft-technology advocate Amory Lovins' recent woodland marriage, used to explain the utility of Victorianox Swiss Army knives, "When Amory Lovins got married in the woods with 50 revelers, he and his bride Hunter gave each other beautiful hunting knives that could gut a bear but could not open their wedding wine—my Swiss Army knife did that."

This willingness to poke fun at the patron saints and cherished illusions of the counterculture, while simultaneously promoting the values which shaped them, is what makes the **CoEvolution Quarterly** and the **Next Whole Earth Catalog** such outrageous fun.

Washington Post
nov 16 '80

The Washington Post STYLE

Sun Nov 16 '80

People / Fashion G1

Earthbound: Steward Brand, Flights of Fancy Notwithstanding

By Calvin Fentress
Special to the Washington Post

LATELY STEWART Brand's dreams have been so *boring*: duty dreams, overheard phone calls, editing the same chapter ad infinitum . . . Oh, there's the occasional flying dream—those are the best.

He dreams no more of the pretty little Indian girl he married, nor of the Great Bus Race in the mountainside meadows above Santa Fe, which was going to be one bus at a time against the clock, but Kesey said that was a two-bit race and it had to be all buses together, and so, acid-laced, they careened across the pasture like berserk pigs, revving blindly over pup tents in the dusty din. No, no thanks, not that. Nor does he dream now of his dad, Arthur (Bob) Brand, sitting in the basement hamshack back in Illinois, night after night searching for strangers on the gleaming World War II radio equipment —"Hello CQ, CQ, CQ" . . . seek you, seek you, seek you . . . "This is W9HOA calling CQ . . ."

As for exalted dreams, Stewart Brand hasn't had one in years. When you're trying to churn out 608 pages in less than six months, and Random House is nervously waiting to put 100,000 sight-unseen copies in the stores by Christmas, and you've just gone into hock, and you still have 20 urban-homesteading books to skim before you can get to your cold TV dinner, exaltation is elusive.

At $12.50 a soft-bound copy, Brand's "Next Whole Earth Catalog" will be hard-pressed to match the success of its famous predecessor, a publishing phenomenon (1.6 million copies sold) and winner of the 1972 National Book Award for Contemporary Affairs. There was a flap at the time—the New York Review of Books crowd was appalled, and Garry Wills resigned from the jury, protesting the catalog's very claim to *bookness* —but the citation called it a Space Age Walden, and one NBA judge predicted, "In 100 years, the Last Whole Earth Catalog probably will be the only book of 1971 to be remembered."

Predictably, both catalogs reveal much of the paradoxical man who created them. They duplicate his flight from boredom, his lust to *know*, his wonder at the world. Like him, they are earnest and prankish, skeptical and optimistic, eminently practical and charged with the dreams of boys.

At 41, with his six-foot frame, craggy nose and thinning blond hair, Stewart Burrows Brand is no boy. For years people have been telling him he looks like Max Von Sydow, but occasionally his blue eyes take on a manic gleam—as when dropping a bike five feet onto a cement floor to savor its resilience—and then he looks more like the Joker in Batman and Robin. Just now he looks harassed; with 300 pages and 50 days to go before his catalog is due at the printer, he *is* harassed. "Bastards," he mutters, referring to tax collectors at multiple levels of government.

Brand is sitting in his Sausalito, Calif., office, a plywood cubicle opening onto a dirt volleyball court; normally, this is where he edits his iconoclastic journal, "The CoEvolution Quarterly." He is wearing Levis, no shirt and a yellow mesh cap he fished out of the bay because it reminded him of one Robert Shaw wore in "Jaws."

See BRAND, G3, Col. 1

Washington Post (cont.)

BRAND, From G1

Everything in the office save Brand himself is veiled in dust. On the walls are Whole Earth schedules, a blueprint of his 30-foot sloop, some snapshots and a large map of the ocean floor. The knotty bookshelves include "Computer Graphics," "Chaucer and His World," "The Hog Book," a 1902 Sears catalog, "To Be A Woman in America" and "Indigenous African Architecture." Missing is Levi-Strauss' "Origin of Table Manners," which Jerry Brown snitched last time he stopped by. "I was out at the time," says Brand. "People told me when I got back. I said, 'You let him have it?! I'll never see it again.' He'll be carrying it around and someone will say, 'Oh, you're reading Levi-Strauss,' and he'll say, 'You haven't read it? Here, read it.' And it's gone."

Brand's cubicle is the smallest in a patchwork of a half-dozen rooms backing onto Sausalito's houseboat ghetto. Here, working 70-hour weeks, fueled by Diet Dr. Peppers and an occasional joint, he and a crew of 20 are editing, designing and typesetting their megacatalog. The staff, mostly in their late 20s and early 30s, is as incestuous as it is congenial; some live together, two were formerly married to each other, and until recently Stewart's current person-friend worked among them. "Stewart runs the best playpen in West," says production manager Anne Herbert.

"If anyone wonders why there are going to be a lot of 'plaited sling cords' in this catalog," yells someone at a layout board, "it's because they fit." A repairman hovers over the IBM Selectric Composer, oblivious to the wails of Linda Ronstadt . . . "I've been *cheated*, been mis-*treat*-ed" . . . Work halts for afternoon volleyball, halts again for a mass inspection of the office caterpillar-turned-butterfly.

Amidst it all is Brand himself, quietly fussing over every page. "Good skippers don't raise their voices, don't need to," he says in another context. Here he arranges a spread featuring Japanese bamboo scaffolding, there juxtaposes a composting toilet and a septic tank. And constantly, in his cramped handwriting, he dashes off a flurry of critiques of the hundreds of publications he must scan for possible entry in his catalog. "Makes me want to learn math" . . . "Derivative garbage" . . . For all the help he is receiving, the "Whole Earth Catalog" remains incontestably a Stewart Brand production. Final editing, as he says, is "fiercely hierarchical."

As a sickly kid growing up in Rockford, Ill., the youngest of four children, Brand knew all about hierarchies. His father was an engineer-turned-ad-man with a basement full of tools and radio gear. "I couldn't bear to learn anything from him because he'd give these really tiresome lectures," says Brand, "but I guess I picked up his catalog habits. He shopped exclusively in catalogs, usually manically so."

Brand's mother was a bright, forceful woman whose own father had made a bundle in wholesale hardware, leaving the Rockford Brands rich enough to send Stewart first to a spiffy private day school and later to Exeter. Summers were spent amid the high white pines at Higgins Lake in Michigan, where his clan gathered in sequestered Victorian houses—"a rich tribal scene," he remembers, featuring assorted family drunks, a certain amount of intermarriage, and "strolling off into the woods and having nothing bad happen." It is a tableau Brand associates with the storied Michigan summers of another Illinois boy, Ernest Hemingway.

At Exeter, Brand "smiled a lot," garnered a B-plus average, and read enough Steinbeck to hear the siren call of the bohemian West. "I wanted to live like that," he says now. "And here I am." He was all set to apply to the University of Idaho to pursue a Ph.D. in forest-firefighting when an Exeter teacher suggested he try Stanford first. Why not?

In Palo Alto, the world flew open. He met Aldous Huxley, who convinced him he wanted to major in biology; he weekended in Big Sur, where the first pre-Esalen encounter groups were just taking shape; and through a girl friend he began hanging out in North Beach with keepers of the late-beatnik flame. "Everything about me—who I am and what I think and how I live—started in that place."

"If anyone wonders why there are going to be a lot of 'plaited sling cords' in this catalog," yells someone at a layout board, "it's because they fit."

During a two-year Army hitch following graduation, Brand wangled himself a job as a Pentagon photographer. Believing "they were having adventures galore over there," he was anxious to join the American advisers who were just then starting to descend on Vietnam. When he learned that the assignment would require another three years in the Army, he let it go. "After that, the war went by without any input or concern from me at all. Our attitude was if you fight it, you feed it."

For the next decade his life was a page from Kerouac. He camped out in cars, in a Sausalito houseboat, in a Santa Fe steeple, in a $20-a-month apartment in North Beach, in a teepee pitched in Dick Alpert's backyard in Los Altos hills, in a speechwriter's office at the Department of Interior, in a succession of box trailers parked on friends' properties around Palo Alto. Now and then his parents would ask if he needed any money, and sometimes Stewart would say, "Yeah, I suppose," and in the mail would come $500, which would tide him over for months.

In 1963, a friend hired him to photograph the Warm Springs Indians in Oregon. Brand was astounded at what he found. "I wasn't sure if they were the good guys or the pathetic leftover bad guys or what the hell they were, but after I left there nothing looked the same."

He became an Indian freak, wandering through the West, reservation to reservation, a latter-day Edward Curtis, sometimes working on a slide-tape-film presentation called "America Needs Indians," sometimes just hanging around. In Sheridan, Brand met a half-blooded Ottawa from Washington, D.C., named Lois Jennings, and two years later they were married. "When I took her back to Michigan," he says, "they were amazed—they thought all the Indians had died in the last century. It was a little embarrassing to have a live one looking at them and making judgments, probably."

"For Stewart," says Ken Kesey, "marrying Lois was like a Freedom Rider finding a black in Selma. He looked like a big blond Indian in those days—tall, good posture, no fat. He thought of himself as a brave. Lois was a scuffling, 20th-century Indian woman—short and brown, wore glasses, and a frown, and was trying to do as much as she could for her people. And for all people. They were not a very comfortable couple to be around, but there was a sense of dedication and purpose to the union that everybody recognized. I don't think Stewart could have got going without her, or some woman like her. He was able to run around and be Stewart Brand and think these off-the-wall thoughts while she was keeping the books and taking care of business."

Through his Indian network Brand had discovered peyote, and in 1962 in Palo Alto paid $500 to take part in a legal LSD experiment. He was prepped for weeks beforehand with a mixture of carbon dioxide and oxygen called "carbogen"— "a *wongo-zongo* instant mystical universe-crossing experience," he recalls. But the main course, the acid, was a bummer, and Brand staggered through a very unpleasant day. A later acid trip inside an old Navajo hogan in Arizona, however, proved the most illuminating moment of his life. "It became a touchstone of a whole spiritual domain, one I can tap into or not." Brand rarely taps into it nowadays. "These are pretty secular years."

It was thus primed that Brand met Ken Kesey. He had read "One Flew Over the Cuckoo's Nest" and sensed that Kesey shared his own keen intuition about Indians. So he called him up in Palo Alto, and Kesey said, fine, come on down, and Brand did, showed him a 40-minute, two-projector slide-sound show he'd put together called "WAR:GOD" which stunned many who saw it with its fantastical mix of babies, bulldozers, Buddhas and bombs. Kesey liked it, and Brand in turn right away liked what he saw on Perry Lane, liked the casual consumption of drugs in front of strangers, liked especially Kesey himself—"the most charismatic character I've ever met, bar none." It would be a few years yet before Tom Wolfe would put the Merry Pranksters on the Day-Glo map in "The Electric Kool-Aid Acid Test," but Kesey's Movie was well underway, and to Brand it was the best show in town. When Kesey moved to La Honda 15 miles from the coast, he followed.

Brand loved the outlaw aspect of the Kesey scene. "Everything we did they'd pass a law against. There was no sense of connection to the mainstream of the culture at all. You'd look at the news and it would be just one long hilarious laugh—those poor suckers didn't know *anything*."

And yet . . . there was something in Brand that wouldn't, or couldn't, quite break loose, let go. He was ever a fringe Prankster, not quite on, not quite off the bus. It wasn't just that he was quieter, or never wore his hair long (hell, Kesey was bald), or dropped less acid than the rest. Rather, there was about him a quintessential straightness, and for all his beads and buckskin, the Pranksters saw it shining through. "Zonker" and "Cool Breeze" and "Mountain Girl" they called each other, but Brand they called "Stewart Brand," pronounced it as one word—"Stewart-Brand."

"Stewart was ambitious in a way that the rest of us weren't," says Kesey. "He had the move and the drive to have made it in anything— could have owned a big computer-programming company by now, or could have been, may still be, a senator. He wanted Stewart Brand on the coffee tables of the world. He looked at me as a phenomenon and at the stuff that was happening around me as a little storm created by my electricity. Though he observed us and sometimes rode with us, he's too much of a chief to travel in another person's pack. But everybody really felt that Stewart was a strong ally."

The most intoxicating triumph of that alliance was the Trips Festival. For a few hundred dollars, Brand hired the Longshoremen's Hall in San Francisco, enlisted Kesey, Bill Graham and a few others, called the newspapers, and for three nights one weekend in January 1966 settled back with the exquisite sense of having not the slightest idea of what might happen and let it cook.

"A drugless PSYCHEDELIC experience," said the press release. Check. There was grass acid poppers speed yellow jackets amyl nitrate . . . There were blazing, blinding lights, *five* count 'em, movie projectors, spots, black light, Day-Glo . . . There was music, including the Dead, then just another Palo Alto band, and speakers within speakers rocketing the sound, masks, costumes, banners, bodies wriggling, writhing, topless . . . There were Hell's Angels and "America Needs Indians" and an Olympic gymnast Brand had hired to come over from Berkeley to dive strobe-lit onto a trampoline in the crowd below, and old Sausalito bohemian things like a black guy breaking an egg on a blond girl's head, absolutely, and of course Kesey (in silver space suit and bubble helmet) and the Pranksters, who made it all soar. "The ultimate mind-blow," says Brand, "was that all the hippies came"—Graham claimed a gate of 10,000 for the weekend—"and simply nobody had any idea there were so many of them. You knew the 10 weird people you knew, and they knew maybe two or three others and you figured that was about it, but then you were in this hall and it was wall-to-wall weird people, and you thought, 'My God, there's more of us than of them!'" Wrote Tom Wolfe later, "The Haight-Ashbury era began that weekend."

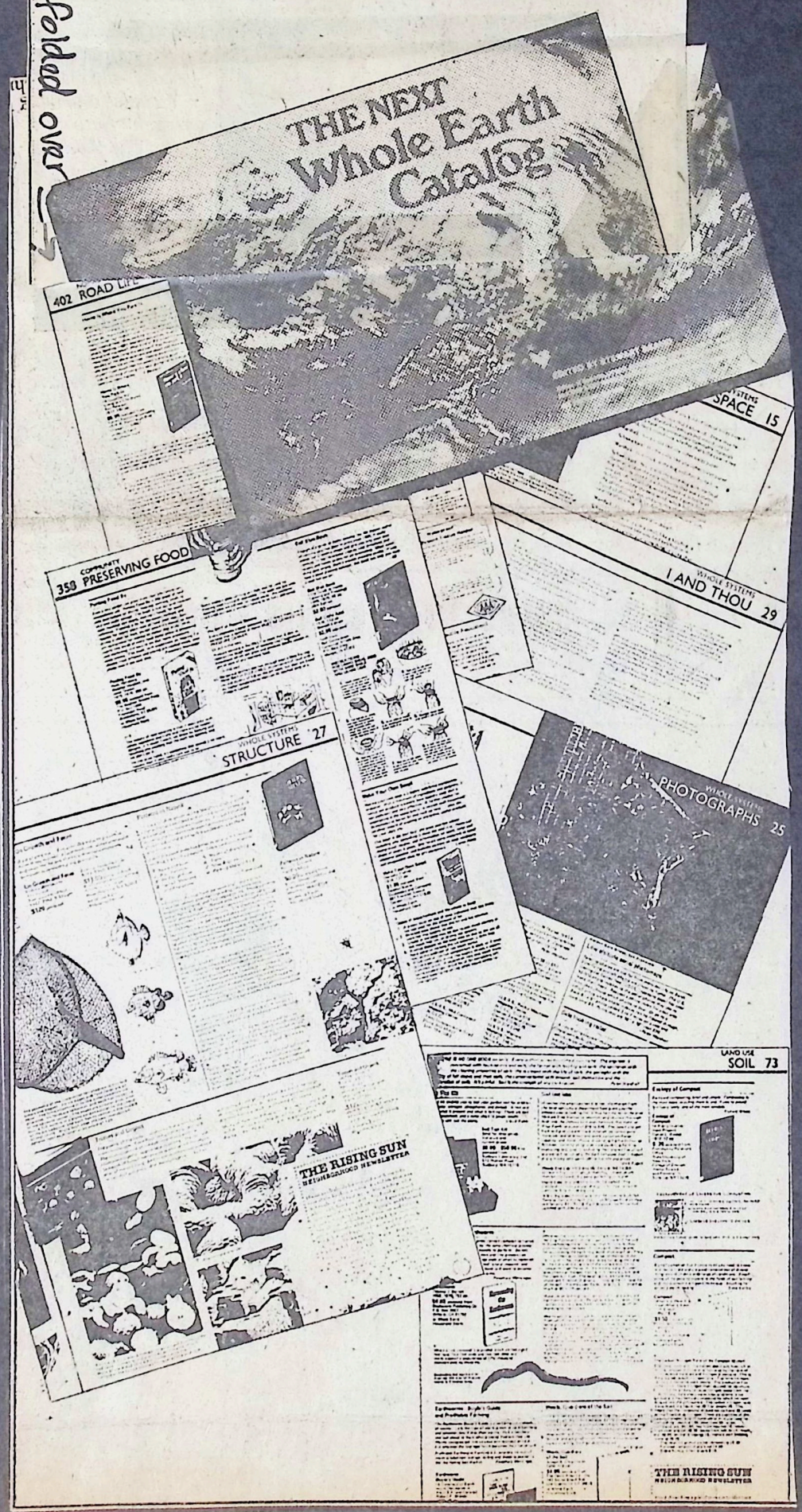
For the next couple of years, Brand

Sunday, November 16, 1980

(Part of 1st page of article was next to SB's picture)

The Next To Last Book On Earth

folded over



Washington Post (cont.)

drifted through the higher realms. Why, he mused one afternoon on a half-dose of acid, haven't we seen a photograph of the whole earth yet? Zap! He promptly ordered 10,000 "Why Haven't We Seen . . . " buttons, put on a top hat and a sandwich board, and took his one-man show on the Berkeley-to-Harvard road. Brand stayed out there in the spheres, doing his thing, whatever it was, or wasn't, until his father's long dying triggered "the most effective idea I've ever had."

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No dream this, flying back to California from the funeral in Illinois, staring out the window "into dark nothing." He thinks of his friends scattered out there, groping like him to create new lives. He would like somehow to serve them. A Truck Store maybe, traveling the boondocks, samples of what's worth getting. And a mail-order catalog to go with it, straightforward, continuously updated. More knowledge to the layman. Less privilege to the specialist.

The morning after his father's funeral, with $5,000 of his own money and a hand from a tiny nonprofit education corporation called the Portola Institute, Brand plunged ahead with his new idea. That summer, he and Lois bounced along the New Mexico-Colorado commune circuit in their scuzzy Dodge pickup—the Truck Store—peddling their skimpy wares, books mostly, and discovering how badly help was needed. "These kids were trying to be artists with their communities, but we were all starting from such abysmal ignorance. We didn't know practical-A from practical-B."

It was quickly apparent that the Truck Store was an idea whose time had not come. The catalog was a different story. The first issue of the "Whole Earth Catalog" appeared in the fall of '68—1,000 copies, 61 haphazard tabloid-size pages. It sold out so fast that Brand upped the press run for the second edition, six months later, to 30,000, and that sold out, too. With the help of Lois and a small staff of hippies, he kept supplementing and updating the catalog, incorporating reader feedback, weeding out, adding . . . In a year, the printing had shot up to 160,000 and the catalog was making money. "It's embarrassing," Brand told Newsweek, one of several national publications by now on the case. So successful, in fact, was his catalog that Brand decided to kill it. In 18 months, he informed "Whole Earth" readers, he would issue one final super-catalog and close shop. "If by that time there aren't people and ideas around doing a better job than us, we'll have failed." Hmm. "Cop-out," wrote one angry subscriber. "You're going to turn it off like some child of itinerant interests . . . GROW UP."

Brand included the letter in the 447-page "Last Whole Earth Catalog," which appeared as promised in mid-1971. Published by Portola and distributed by Random House, the first printing took off like a prairie fire, as did the next and the next and the next . . . It was the best-selling book of the year, and its example soon spawned several other small, independent publishers outside of New York. (Conversely, some of the smaller businesses listed in the catalog collapsed under the sudden deluge of orders for dulcimers or whatever.)

The critics loved it. Cheered Benjamin DeMott in Life, "The cumulative effect is exhilarating: in place of whining, pot-lit, doomed youth, as conjured up in a thousand solemn editorials, a different generation materializes—one that has come to work as well as play . . . "

The month it was published, Brand threw a "Demise Party" for the "Last" catalog at San Francisco's cavernous Palace of Arts and Sciences. Clad in a black monk's robe, he asked that the 1,500 guests decide what good to do with two hundred $100 bills, about the amount it had cost to bankroll "Whole Earth." The crowd haggled all night, finally turning over most of the cash to an itinerant dishwasher who buried it in his back yard and later channeled it into a half-dozen well-meant projects. "That night was the first time I'd been really happy in about five years," says Brand. He was 32.

Stewart had been in a state of growing, often acute anxiety since the inception of the catalog. That lovely old Acid Test high . . . winging into future-unknown . . . was replaced now by long-term contractual obligations and fearsome burdens of responsibility. During production of the "Last" catalog, he was going through a tank a week of nitrous oxide—laughing gas. "There was a long period there when I could barely function, and in that sense the catalog was a work of fiction. There's this bright, sassy editor-reviewer sashaying through its pages, but that was all projected, it wasn't me. *I* was hideously dragging myself to work each day. The universe was on upside-down.

"I tried one thing after another. 'Well, maybe it's the catalog that has me freaked,' so I stopped the catalog. I could see killing myself, that certainly would solve the problem. I could see also doing without my marriage, and though that was a really basic commitment that I wouldn't think of changing short of desperate circumstances, I began living the idea of maybe not being married, and by and by I wasn't married, wasn't doing the catalog, and wasn't f---ed up."

"If it's all right with you," signed off Brand at the end of the "Last" catalog, "I'm going back to the tree." He set up a nonprofit foundation to give away "Whole Earth's" $1.5 million profit (to, among others, the Black Panthers, a study of "environmental humor," a prostitutes' collective), and bought 55 acres in Nova Scotia, where he hand-built a small house, using as his manual a Canadian government publication unlisted in the "Whole Earth Catalog." Back in the Bay Area, he "went slowly

See BRAND, G4, Col. 1

"An unsuccessful new catalog would decisively crash the business in flames—not a bad way to go."

BRAND, From G3

through the knothole" with a shrink, and wrote magazine articles about his latest enthusiasms—computer spacewar games and cybernetic philosopher Gregory Bateson.

Bateson had become Brand's new intellectual mentor, successor in that capacity to Buckminster Fuller, whose notions of tools, access and whole systems had instructed Stewart's own whole-earth ventures. Bateson himself was after nothing less than an "ecology of the mind," another Big Picture for Brand's album. "Bateson doesn't have all the answers," says Brand in the "Next" catalog, "he just has better questions."

In 1973 Brand staged a New Games Tournament in the Marin headlands, where 4,000 people showed up to play "Softwar" and bash each other with foam sabers. "Perhaps our effort should be to civilize war rather than eliminate it," said Brand. But the best stage he had yet devised for his exotic brain dance remained the catalog, and soon he was back at the old stand, updating the "Last" and in 1974 adding an all-new "Epilog," in effect volume II. That same year he launched Son of "Whole Earth," The CoEvolution Quarterly.

Brand sees CQ as "a place to print any damn thing we please . . . whatever interests me," e.g., astropollution, botanic architecture, cross-generation marriage, interspecies music, backwoods ethics, punk medicine and, in the current issue, lesbian insemination. Brand has never been anti-technology, and there is a heavy accent in his magazine on "soft-tech"—"gentle on its surroundings, responds to it, incorporates it, feeds it. A nuclear power-generating station doesn't qualify. A wooden windmill with cloth sails grinding local corn does.

"We get a lot of criticism that the magazine is just a California-smug, hip-and-groovy waste of time," says Brand of his digest-size, ad-free journal (25,000 subscribers). Asked to say something nice about CQ for a promotional mailing, Mother Earth News editor-publisher John Shuttleworth wrote back, "It was hot stuff as the 'Whole Earth Catalog,' but it's endlesly boring now."

Jerry Brown hardly thinks so. Brand and Brown first met at the San Francisco Zen Center shortly after the governor took office. Not surprisingly, they got along. "They're the same age, they're hard workers, not decadent goof-offs, and both are somewhat aloof and puritanical," says Brand's friend and Brown's biographer, Orville Schell. "Their minds are similar, too; Stewart is more organized and better disciplined, but not open to quite as many zany possibilities as Brown."

Soon after they met, Brand began moonlighting for the governor as a special consultant, then was invited to spend a few months (at $2,000 a month) working full-time on Brown's personal staff. In Sacramento, he orchestrated a Whale Day, a Space Day, and—in acknowledgment of his five-year antimetric campaign—was appointed by Brown to California's Metric Conversion Council.

"What I remember best about his tenure up there," says Orville Schell, "is that he hooked the governor's office, which normally is a very boring, isolated place, into this grid of people who were on the forefront in a wide variety of fields. Brown is really the best he can be just sitting around talking all night with interesting people, and Stewart's gymnastical mind lent itself very well to that; Stewart made it an easier place."

Among those Brand hooked up Brown with were Bateson (whom the governor subsequently appointed to the University of California Board of Regents), astronaut Rusty Schweickart (now chairman of the California Energy Commission), Huey Johnson (head of the state's Department of Natural Resources), Jacques Cousteau, Marshall McLuhan and Ken Kesey. (Brand often printed transcripts of the late-night conversions in CQ— "sort of the imperial scribe," says Schell).

There was one bump in the Brand-Brown relationship. Two years ago, Brand placed an ad in the Personals column of the Bay Guardian: "Excuse me. My name is Stewart. I publish and edit the "Whole Earth Catalog" and CoEvolution Quarterly and I work part-time on Governor Brown's staff . . . I'm looking for a damn fine, brainy, adventurous, good-looking woman, 23 to 33 probably. P.O. Box 925." Brown's people were not amused. "I don't think anyone ever came down on him very hard," says Brand's good friend Rusty Schweickart, "but they wondered why Stewart had to make the gubernatorial association —does he really need that kind of honey to attract the fly? It didn't seem very thoughtful in terms of a possible backlash on Brown. I'd call it a momentary lapse in good judgment."

Brown: "I wouldn't say it bothered me. It's just that in politics you have to act in a way that conforms to fairly conventional standards. Free spirits are not generally welcome in the halls of government."

Brand himself says he has no regrets: "I'm interested in all forms of innovative broadcast. Besides, there were one or two sensational women."

Brand came away from his foray into state government with heightened respect for Jerry Brown: "What's so rare about him is that he doesn't have a big scheme about what everybody should be doing—he's completely a process man. I'd be scared of a guy with that kind of talent who had any utopian vision whatsoever."

Brand says the Sacramento experience demystified the political process for him, with one exception: "It was a high-velocity speed trip just to be around someone in that position. I'm sure the governor was a little surprised to discover what an obsequious, three-piece-suit-wearing, 'yessir-boss' underling I was." Says Kesey: "Stewart recognizes power. And cleaves to it." Brown says he hadn't noticed.

"The significant point that Stewart makes is the connection between technology and the environment," says the governor. "He is a leader in that process. He identifies and presents concepts not yet part of the conventional wisdom. His value to government is that he brings these ideas on the margin into contract with the mainstream bureaucratic center. And out of that confluence can come enhanced creative awareness."

"A successful new catalog might pay for many years of a continued CQ which could lose money with aplomb," Brand told the magazine's readers early this year. "An unsuccessful new catalog would decisively crash the business in flames—not a bad way to go." With the catalog already moving toward its third and fourth printings, the crash seems unlikely.

Random House is pushing it as a survival manual for the '80s, relief from the economic crunch. Brand himself believes there are thousands of potential readers living in urban versions of the communes his Truck Store once served. Whatever its reaction to his born-again catalog, he believes his generation has acquitted itself well. "Neither dope nor revolution turned out to be the answer to anything. But with few exceptions, the kids of the '60s have not revised their premises much. There's been a courage of convictions that's held up admirably."

Some convictions held up better than others. "A lot of the stuff that was coming down in that whole 'Whole Earth' attitude was unrealistic," says Ken Kesey, "springing out of a kind of candy-coated Marxist attitude that wasn't going to work when you got right down to running a farm or business."

A pet conviction that Brand himself has shed is the gospel of self-sufficiency. "It was an illusion and a lie," he says. "Self-sufficiency doesn't exist unless you're a crystal. It's the opposite of what you have to do to survive. To survive you've got to have friends. Community."

At heart, though, he remains a loner. "Even when I've had the time, I've mostly hung out with myself. My idea of a good time is to go down and work on my boat." Says Orville Schell: "Work is what vitalizes Stewart; other things like having fun he enjoys but within real limits. He really lives in his mind." Adds Kesey: "He can deal with books about how to ecologically bring in your wood, but to imagine him in a group effort with a bunch of neighbors going up and cutting wood . . . it's just not going to happen."

"Is this the longed-for metamorphosis," Brand once wrote, "our brilliant wings at last? . . ." Could he fly, he would—God knows he tries. "The other night I dreamt I was a member of a country and punk band. My instrument was a chainsaw. At the correct musical moment I would fire it up BRRAAAAPP!! and have at the stage itself."

Bloody likely, StewartBrand!

Ah, well, the wings of man come hard, and Stewart is anchored by sensible gravities at his core. Earthbound thus, he might as well get good at it, knowing it's always a kind of sleepwalking anyway. He will do what he can. Stay open. Stay foolish. Keep the transmitter on. "There's wisdom in the sheer asking of the question," he says. It is the discourse he loves, the tribal drum, much like his dad down in the basement . . . "CQ, CQ, CQ" . . . tapping into the star-spangled Midwest night.

WASHINGTON POST NOV 16 '80

Going by the Book: Domes Are Out, Computers In

By Henry Allen

It wasn't meant to be that way. Editor Stewart Brand called it an "Access to Tools," and that's how it read, if you read it item by item, from pig-tooth nippers to "Literary Essays of Ezra Pound" to Amish work clothes to silk screens to advice on falconry, breastfeeding, arc welding and love life at the University of Illinois ("the hip chicks will do it").

THE "WHOLE EARTH Catalog" was frightening. That was the best thing about it. Now, in its fourth incarnation as "The Next Whole Earth Catalog" (heir to the original "The Last Whole Earth Catalog" and the "Whole Earth Epilog"), it isn't frightening at all.

That's what's frightening.

"We are as gods and might as well get good at it" was the motto, challenge and rallying cry of the first one, in 1968. And the others in 1971, 1974 and 1980, respectively.

We are as gods . . . what a wild idea! It's the sort of notion that usually powers holy writ or manifestoes, which is what the original catalogs were, preaching a hellfire of corporate pollution and media mind-grab in contrast with a heaven of self-sufficiency, life back on the land, homemade bread and no more neurosis. It proposed a world in which our freedom wouldn't deprive anyone of anything—neighbors, snail darters, watersheds—of theirs.

It threatened the established order with the carrot of utopia and the stick of doomsday. Heaven and hell: It's always hard to tell which is the most threatening, but the catalog had them both.

See CATALOG, G5, Col. 1

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The Book

CATALOG, From G1

or deliverance. Reading it meant that you were the sort of person who read it. Like Spiro Agnew, Vietnam and psychedelic drugs, it divided America into Us and Them, with the implication that only one was going to come out of the fight alive.

Remember?

The problem is not that the Catalog forces lost. It's that they won. Or at least they won the right to keep fighting, if anybody feels like going up against them anymore.

"The culture was much easier to steer than we expected," Stewart Brand has said. "We were shocked."

We're not all composting our fecal matter or heating with wood stoves or living in solar-heated yurts. The point is that a few of us are, and nobody notices anymore except to ask questions and maybe learn something. The sort of foundering egos who can only define themselves by making somebody loathe them can't do it anymore by Whole Earth behavior such as breast-feeding in public or starting communes in suburbs. Or reading the catalog. Things have settled down. In 1980, doomsday has been postponed until further notice, and utopia doesn't seem necessary. Or useful.

In his introduction to the new catalog, Brand says that it duplicates only 28 percent of the items in the previous catalogs. He thinks it has changed a lot. He points out that six years ago, in the "Whole Earth Epilog," "China was the model for radical America; now America is the model for technical and economic China." The early catalogs went nuts over geodesic domes. The new one largely ignores them. The "Last" catalog had two pages on computers. The "Next" catalog has 12. The index of the "Last" catalog had 32 items dealing with blacks. The new index has none. Brand explains: "For decades the tireless leader of the nation in civil rights and the arts, black culture seems to be getting a deserved rest these days."

The new catalog preserves a major element of Brand's genius—his catholicity. He can worry about how many trees it took to print 140,000 copies of the new catalog (6,160) then include eight pages on burning wood for heat. Political tools — books, magazines, philosophies and organizations — sweep happily from the Communist Party to the Libertarian Vanguard. Cooking suggestions run from "The Fannie Farmer Cookbook" to a book advocating that everything be eaten from one bowl. The back-to-the-land stuff gets nicely contradicted, it would seem, by three pages enthusing about space colonies. Brand is also a devoted asker of questions we're too shy to come out with —we get two whole pages on urination and defecation in space. The answer: "There ain't no graceful way."

The catalog also continues with Brand's illusion that it's just a screed of handy tools. After 12 years of putting out catalogs, he can still complain in the preface about reviewers who will merely make "a few observations about the passing and coming of decades, and [let] it go at that." He requests that reviewers test the catalog on a subject they know something about, then a subject they know nothing about. Fine.

This reviewer checked out babies and psychological depression. The baby section looks good, but the depression section is merely a zealot's touting of one outdated, self-serving and simplistic book. Didn't anybody check on the reviewer? Brand's enthusiastic review of a book on defense spending already seems outdated in light of developments in the Persian Gulf. A big cheer is given a book on driving in the desert. An excerpt reads: "*All by yourself* and stuck? 1. Jack up vehicle, *have someone watch* the vehicle . . ."

Then again, and as always, the catalog makes the unknown look delicious, whether it's right or wrong. The layout is nice and the writing has the traditional and wonderfully colloquial Brand touch. Another chunk of his genius is that with these catalogs, he has taken the American folk tradition of lore-swapping and tool-talking, in the style of Saturday mornings at the hardware store, and turned it into an art form. The catalog is also a trove of strange information. You probably didn't know, for instance, that cows have clitorises.

Cuteness, sanctimony and even fatuousness do creep in. One article begins: "When my cat and I decided . . ." Every other page features a tidbit from something called "The Rising Sun Neighborhood Newsletter," which is written in breathless neo-naive style and aims too often for moral one-upmanship. One unfortunate tidbit equates "American Nazis, builders of nuclear reactors and tuna fishermen." We're informed elsewhere that money is not really necessary in old age, the living proof being a retired anthropologist who bought an island in the South China Sea and lives for $100 a month.

Well, so what: Sanctimony on the part of Reagan followers is a little menacing, just now, but in a "Whole Earth Catalog," it's hard to worry about it.

That's just the point.

"The Next Whole Earth Catalog" no longer threatens to seduce either our children or ourselves. The hubris and temptation of "We are as gods . . ." is no longer alarming. As a tool for self-definition and transformation, it has lost its edge, and through no fault of its own. It hasn't changed, but we have.

Does it mean something that the picture of the earth on the cover is upside down? (Though as Brand points out, there is no right-side-up in space.)

Should you feel the need to build your own world, starting with a space station and going all the way to trout streams and artificial insemination for lesbians, there's no better guide than this catalog.

Does anybody feel the need to do that anymore?

Let's hope so.

Brand may have gotten his wish this time. Maybe people will buy it (for $12.50, compared with $5 for the first ones) to gain access to tools, not to new images of themselves. But for the rest of us, it just isn't so exciting anymore. Maybe we've grown up. Maybe we're getting old.

If so, and whichever, the catalog after this one will no doubt show us how to do it better. Or not at all. Or persuade everybody else how to do it. Or to let us alone while we do it.

Will there be another catalog?

As the question got answered in "The [updated] Last Whole Earth Catalog": "Oh, probably."

Seattle Times Dec 7 '80

Books

archive

At $2.50 a pound, 5-pound tome may be best Christmas buy in entire universe

Catalog has 'Next Whole Earth' data

A 5-pound catalog may not be the handiest item to pack, but if you're looking for information about any of a welter of subjects, "The Next Whole Earth Catalog" ($12.50) may be your answer.

Self-published by Stewart Brand, who founded the publication in 1968 in Menlo Park, Calif., the giant catalog is printed by Rand McNally and distributed by Random House. Now published in Sausalito, Calif., it is finding new friends and — Brand and his staff hope — new support. Brand writes on Page 594, under Business:

"Point, the nonprofit foundation that publishes CoEvolution, Whole Earth Catalog and sundry other tools, is going over $80,000 in debt to get out the 'Next Catalog.' From an anonymous angel came one $40,000 loan; the other came from me. No bank we could find would loan us any money whatever. (I had naively thought that's what banks are for.)"

A call to the Sausalito office found Brand out. But Jonathan Evelegh, production-traffic manager and a transplanted Briton who has been with the enterprise two years, was willing to volunteer information.

"Random House distributes the book and pays Rand McNally for the printing," he said. "But the printing cost comes out of our royalties. We have a first printing of 138,000, a second of 5,000, a third of 250,000 and, if all goes well, a fourth of 100,000."

"The Next Whole Earth Catalog" completely replaces its predecessors: "The Last Whole Earth Catalog" (1971), which won the National Book Award in "contemporary events" classification in 1972, and "Whole Earth Epilog" (1974). Neither is in print now.

The book has an interesting genealogy.

In 1968, Brand, with $25,000 he raised from friends, launched "The Whole Earth Catalog." By 1971, it had grossed $1 million a year. Brand decided that was enough, that others could pick up the ball and continue the publication.

Anne Herbert, production editor, and something of a historian for the publication, explained the next step.

"In 1971 Stewart held a party at San Francisco's Palace of Fine Arts to celebrate the end of the catalog as a private publishing venture. But also he organized Point, a nonprofit foundation, to give away money through a board of directors which could operate without him. At the party he put up $20,000 and asked people to decide how it should be spent. But there was a lot of dissension and the party ended with Stewart sleeping on the floor and the money had vanished."

That was pretty much what he had predicted, apparently, as an experiment in human psychology.

Point still is the foundation which supports the catalog and magazine, CoEvolution Quarterly, which contains the same kind of information as the catalog.

Information in the earlier catalogs had become obsolete, Evelegh said.

"We found the writers who had contributed before, had them update and revise material, found new sources and produced the present edition."

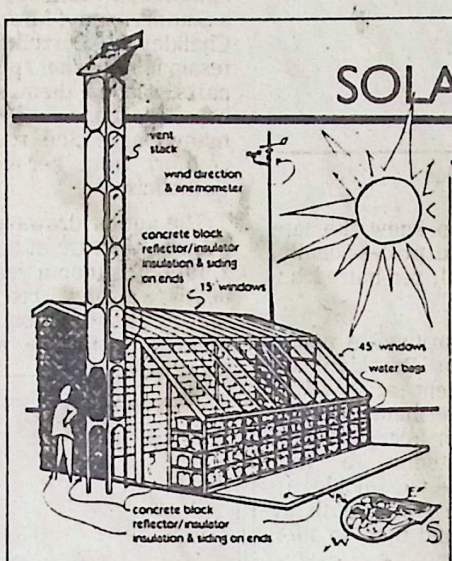
The present staff numbers about 20 to 25, he said, for the catalog production; the regular staff is about 12.

"We welcome contributions from outsiders and even pay for letters. The information is on Page 3 of the catalog," Evelegh said.

So, whatever your need for information, somewhere in its 608 pages (including index) "The Next Whole Earth Catalog" may provide a lead — to products, agencies, optional lifestyles. At least it will stimulate your thinking.

SOFT TECHNOLOGY

SOLAR GREENHOUSES 185



Illustrated is the solar chimney of the Ecotope group. Only the south side of the twelve-foot stack is glazed, with the rest sheathed solidly. It is designed to provide ventilation of 900 cubic feet per minute on a summer day — the equivalent of a sizeable greenhouse fan — without using any electrical power.

The Complete Greenhouse Book

Much more of an overall look at greenhouse operation than **The Food and Heat Producing Solar Greenhouse.** *Virtually everything is looked at — the building (including solar aspects), plants, pest management. It's one of the several new books pointing the way towards a more useful concept of "greenhouse." Handsome and well done in every way.* —J. Baldwin

Solar Living and Solar Greenhouse Digest

Any idea whose time has come needs a forum where the latest information can be shared and discussed, and here it is. Early issues are chatty, knowledgeable, useful, and getting better. Bill Yanda is involved, along with many others who have been doing the solar greenhouse bit for some time now. —J. Baldwin

[Suggested by Chris Winne]

Solar Living and Solar Greenhouse Digest
Twila de Vries, Editor

$10/year (6 issues)
from:
Solar Greenhouse Digest
P.O. Box 2626
Flagstaff, AZ 86003

Why must ducts always be opaque? Let's treat ourselves to the fun of seeing air zipping along the duct — visually verifying the whole solar heating system is working by the use of transparent ducts.

- Transparent ducts should be used in a greenhouse or living room of a house that has a big, integral south-facing greenhouse and a big thermal mass in the basement.
- Transport hot air from the top of the greenhouse to the thermal mass via a vertical or near vertical transparent duct which contains ribbons, paper streamers, rotable pinwheel whorls or other mobile ornaments.
- As the air travels, the ribbons dance in a colorful manner.

The catalog overviews information on a variety of topics, including solar technology.

Showcase (ohio) Nov 6 '80

THE NEXT Whole Earth

By Doug Rieder
SHOWcase writer

What can be said of *The Next Whole Earth Catalog* that hasn't already been said of the *Last Whole Earth Catalog*?

A lot.

In selling the editor of *SHOWcase* on the importance of *The Next Whole Earth Catalog*, I mentioned its forerunners, *The Last Whole Earth Catalog* and *The Whole Earth Epilog*. The *Last Whole Earth Catalog* sold 1,600,0[illegible] Award, and almost singlehandedl[illegible] lifestyle.

The editor of all the catalogs, S[illegible] to the *Next Catalog*, "'Whole Ear[illegible] frame of mind and somewhat for[illegible] Historic time now past. The hidd[illegible] now a quaint anachronism or is it

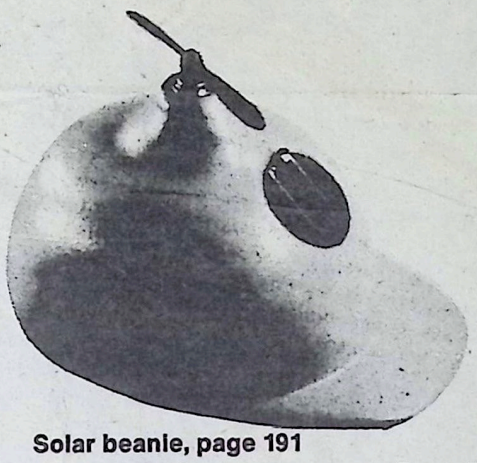
WHAT CAN YOU FIND IN THE CATALOG? READ ON

The Next Whole Earth Catalog has very little in common with its 1971 forerunner, *The Last Whole Earth Catalog*. In 1971, the first catalog included only two items on solar energy; the *Next Catalog* has 63. In 1971, the first catalog had only two pages devoted to computers; the new catalog has 12. In 1971, only six wood stoves were discussed; in 1980, there are more than 400.

Here are some of the items and services that *The Next Whole Earth Catalog* offers (the catalog tells you where to mail and how to mail for the items; you may also order some items from the Whole Earth Household Store in San Franscisco):

The biggest and cheapest world map. It measures 7-by-9½ feet and is from the Defense Mapping Agency Office of Distribution. Cost: $17.65.

Two pages on going to the bathroom in space. What everyone wants to know about NASA astronauts, but nobody, until now, has ever told them.



Solar beanie, page 191

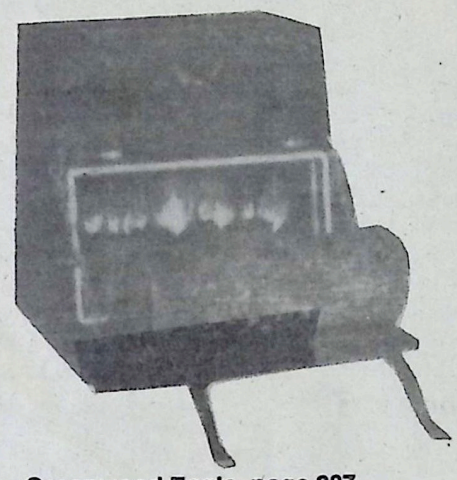
The article is by astronaut Russell Schweickart, and it's entitled "There Ain't No Graceful Way."

Seed catalogs. Includes organically grown seed, seed swapping, herb catalogs, general garden catalogs (these are free), unusual seed catalogs, and native plants.

Farm Show newspaper. $9 a year for six issues. "This is a good place to follow the incredible amount of tinkering going on as American farmers look for alternatives to expensive or scarce gas and diesel fuel ... there are farmers out there running their tractors and trucks on wood chips, old crankcase oil and hydrogen."

WD-40. "The universal lubricant. If something is stuck, or squeaking, or rusting, you point this spray can at it, go *pshhht*, and the problem disappears."

Good tools. The Black and Decker Workmate, Greenlee nail puller, Christy knives, Osmundson's Wizard Bar, Bosch power tools, the Squandle, Blue Grass tools, Xtenda-Leg, Fas Set



Greenwood Eagle, page 207

White's boots, page 427

sawhorses, Portalign, and on and on.

Moving Heavy Things by Jan Adkins, 1980, $6.95. "Precept Five: Applied sloth. As stated in the stagehand's axiom: 'Never lift what you can drag, never drag what you can roll, never roll what you can leave' ... The cleverest people are often the laziest. They are always looking for an easier way."

Solar beanie, $13, and music box, $21. "The propeller on the beanie

A ton of information in a 5-lb. package

What is *The Next Whole Earth Catalog*? It's subtitled "Access to Tools." The catalog is a "tool" sourcebook, and most of its tools are books.

"*The Next Whole Earth Catalog* is an evaluation and access device," says its own statement of function. "With it, the user should know better what is worth getting and where and how to do the getting. A item is listed in the catalog if it is deemed (1) useful as a tool, (2) relevant to independent education, (3) high quality or low cost, (4) easily available by mail."

What's in it?

What's in the catalog? Listing the 315 items separately would take up the rest of this review, but its broader headings are whole sytems, land use, soft techonology, craft, community, politics, nomadics, communications and learning. The last two seem to be especially well done.

But a word of caution. The creators of the catalog are the same people who publish *CoEvolution Quarterly*. These are people who, a few years ago when we had hippies (or *were* hippies), might have been derogatively labeled so ("Our first catalogs, 1968-70, were made by three hippies in a garage and distributed by a local long-hair wholesaler," Brand admits). They are strong-willed folks who believe in their lifestyle and philosophies of life.

And their beliefs run throughout the book. They may not coincide with your own, and the collision between the two may be unsettling. For instance, the catalog spends seven pages on Buddhaism, yoga, mysticism and one uninspired page on Christianity.

The catalog also includes material that may be distasteful or shocking to you. For instance, there's a guide on "how to use road kills" that describes how the author takes dead animals off the side of the road and, if the meat is fresh, goes home and cooks them for supper. Editor Brand also brags that the catalog was among the first to print news of "amateur insemination, the growing practice among lesbians to make themselves pregnant without benefit of intercourse or m.d.s."

A tremendous find

But as long as you're aware of these things, as long as you're aware that there are only three right-wing publications included, compared to four *pages* devoted to left-wing and libertarian books and periodicals, as long as you're aware of items like a four-page political story entitled "The Third Wave" that have nothing to do with the catalog's purpose, as long as you're aware that these are back-to-the-earth folks that value their bicycles more highly than their automobiles — the catalog is a tremendous find.

I took nine pages of typed, single-spaced notes of items I found fascinating, and that was just a slightly-more-than-cursory glance (See the sidebar story for a rundown on some of them).

Everything is gathered into a large-format (14½-by-11 inches), 608-page tome that weighs five pounds and costs $12.50. Despite what you think of its editors, the catalog is an inspiring piece of work. Its index alone is awesome — 14 pages with six columns per page of type that is twice as small as what you're reading.

But that doesn't mean there aren't the usual problems that accompany such ambitious projects. Its organization, for instance, is lacking at times.

ohio

h Catalog

Showcase
(onio)
nov 6 '80

0 copies, won a National Book
created a back-to-the-land

ewart Brand, says in his preface
h' became a generic name for a
generation and historic time.
n question is, 'Is Whole Earth
once again a detailed sign of the
times?"

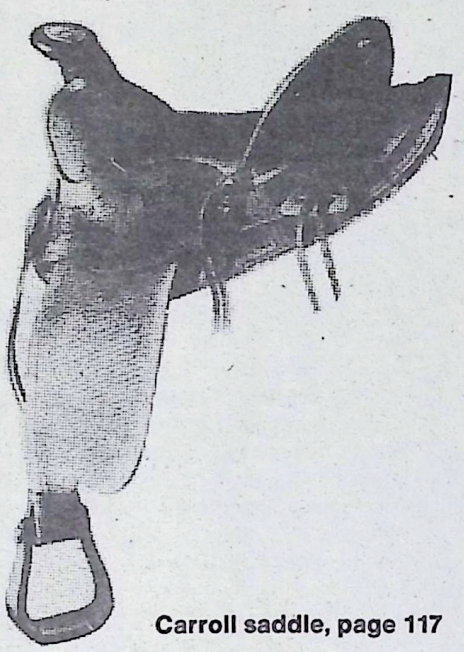
The *SHOWcase* editor hadn't heard of any of the catalogs. But instead of being deterred, I was encouraged. Things change; what was a valuable, award-winning document in 1971 has been either forgotten or unheard of in 1980. There is a whole new audience for the catalog and a whole new catalog for its audience (72 percent of it is new), and I can't hide my enthusiasm for taking part in spreading the word.

---

spins when you stand in sunlight; the music box tinkles ... 'You Are My Sunshine' and other tunes."

Firewood: A Woodcutter's Field Guide to Trees in Summer and Winter by M. Michaelson, 1979, $2.95.

Kit Houses by Mail by Brad McDole and Chris Jerome, 1979, $14.95.



Carroll saddle, page 117

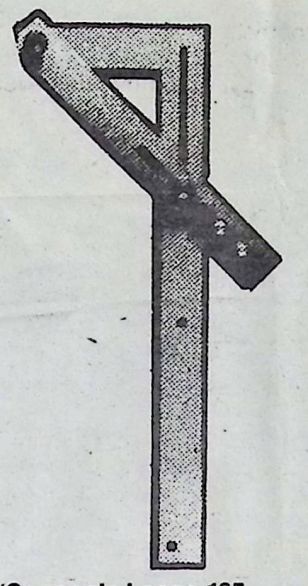
Cold Comfort by Hal Zina Bennett, 1979, $6.45. "This book is so useful and sensible that it makes you wonder why somebody didn't write it a long time ago. It's about colds — and the flu — and it's written to be read while you have a cold or the flu." — Tom Ferguson, M.D.

Care of the Dying by Richard Lamerton, 1973, $8.95. "In bad times, a friendly culture has customs and traditions and etiquette and folklore and ritual that tell you what to do with pain and love. Our culture isn't friendly with dying and the only advice it gives is to lie a lot."

Hong Kong mail-order catalogs. "Some deals are still worth the five-week wait ($175 Seiko watches for $100, including postage and custom duties) ... Other items like cameras are only a few dollars cheaper than you can get them here."

"STOP METRIC MADNESS" t-shirt, $8 from Americans for Customary Weight and Measure, 47 West Street Penthouse, N.Y., N.Y. 10006.

Stephenson Warmlite outdoor gear catalog. "I have found Warmlite equipment to be very fine, and the catalog is too: Jack and his family are featured, nude, modeling the goods, while Jack fills your head with the logic behind his designs."



'Squangle,' page 135

How to Make and Sell Your Own Record: The Complete Guide to Independent Recording by Diane Sward Rapaport, 1979, $11.50.

Magazines and periodicals. *Geo*, *National Geographic*, *Wall Street Journal*, *Science*.

Coop's Satellite Digest. $50 a year for 12 issues. "No doubt about it, the era of home satellite TV reception has begun ... the man at the center of all this activity is Bob Cooper, who has just started a newsletter for people who want to follow this rapidly evolving field."

Games. *Dungeons and Dragons*, *Strategy and Tactics: The Magazine of Conflict Stimulation*, *Games* magazine.

America's Hobby Center. "They have to publish a separate catalog for each type of ware they stock (model trains, planes, boats, and cars) because their inventory is overwhelmingly huge ... prices are low, sale prices are amazingly low, and the service is always good."

Zen and the Art of Motorcycle Maintenance by Robert Pirsig. For fans of this now-classic work, the catalog reports that Pirsig's son Chris was recently tragically killed by muggers in San Francisco. The author himself is remarried and now lives on a Westsail 32 ketch in England.

Cybernetics, "the discipline of whole systems thinking," as the catalog defines it, can be found in three different places in the book. Swiss army knives are separated from the main section on knives, and the discussion of childbirth on page 346 is followed by one about mail-order catalogs on 348.

And the article, "A Better Bath Tub," is included on the terminal self-care page. This last was so jarring that even the editor had to interpose.

"You don't need to know why this item is here instead of somewhere more logical, but you might be interested. It got squeezed off the cockroach and cheap living spread by lack of space, and nothing else really wanted to be on the suicide page, so I volunteered. Besides, if I was going to die on purpose, I'd like to do it in my tub."

Self-serving at times

Another trouble spot is that, although the catalog insists "We're here to point, not sell," it is at times self-serving. It includes a favorable review of *Seven Laws of Money* by Michael Phillips, who just happens to be the ex-director of POINT, the foundation that publishes the catalog. Similarly, editor Brand's *Cybernetic Frontiers* is favorably reviewed by Art Kleiner. "The book was written by Stewart Brand, who's my boss, but I liked it before I started working here."

But wherever there's a conflict of interest, the catalog points it out honestly and at times humorously. About *The New Games Book*, Brand writes, "It's a CoEvolution and family production ... if you want objective judgement look elsewhere. We like it ..."

Finally, the catalog, for as thorough as it seems, is still only a selective listing. In the writing section, the catalog recommends Strunk and White's *Elements of Style* and William Zinsser's *On Writing Well*, two excellent selections. But in the television section, the book recommends such things as Bob Shanks' *Cool Fire* and the *TV Guide Almanac*. These are inferior to Judy Fireman's *TV Book*, the *New York Times Encyclopedia of Television*, and *The Complete Directory to Prime Time Network TV Shows* by Tim Brooks and Earle Marsh — not to mention Michael Arlen's television critiques.

Gentleness

Yet it's difficult to browse through this book without getting a real feel for the integrity of the people who put it together — whether or not you agree with their values. Their audio equipment spread, for example, gets exactly as much space as knots do — one page. "I am forced to cut way back on the audio material," writes reviewer Jim Stockford, "for the reason that so much of the equipment is undistinguished in any sense from the rest of the pack. I cannot get behind a medium-priced cassette player that is no different from 20 others."

There's a gentleness here, too. A humanness. The catalog's editors have a respect for life, a decency toward others, and a sure grasp of their own infallibility.

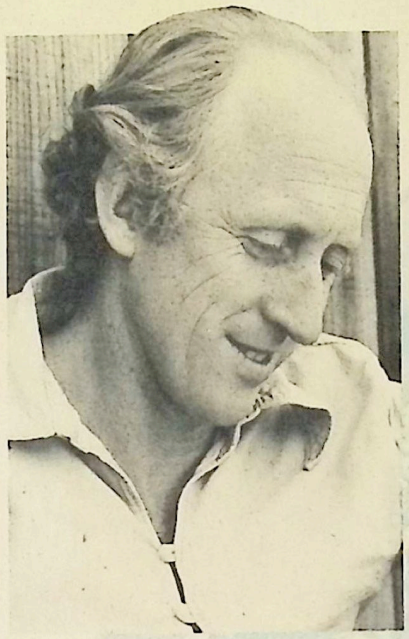
"The evaluations in this catalog are in some cases no doubt inadequate ... When you're sure that something you know is better than what we've run, have at us, so that the next *Next Catalog* may be more comprehensively accurate in pointing at excellence."

— D.R.

Quest
Oct '80

PREVIEW: THE NEXT WHOLE EARTH CATALOG

Stewart Brand, consummate chronicler of information for the self-reliant, is back with *The Next Whole Earth Catalog*, a guide for young explorers in both inner and outer space. In the following pages, *Quest/80* offers an exclusive sample of what may be yet another classic of mail-order capitalism



The Whole Earth in His Hands

In the late '60s he was called "the hippie L. L. Bean" and "Horatio Alger trading blue chips in the greening of America." Stewart Brand, then 30, transmuted the familiar mail-order catalogue into a manifesto for his generation: *The Whole Earth Catalog*. It was nominally an "access to tools"—the "tools" being books, catalogues, and magazines on subjects ranging from computers to bee-keeping—but clearly it was much more. A collage of inspiration as well as information, it was a paean to self-sufficiency: "Personal power is developing—power of the individual to conduct his own education, find his own inspiration, shape his own environment, and share his adventure with whoever is interested."

Brand had been in the countercultural vanguard since coming west from Illinois in 1956 to attend Stanford. He'd been, in fact, both a Beat and a Merry Prankster. He turned hippie entrepreneur in 1968 when he observed his peers leaving the cities in droves, departing for the country where they would forge communes. It occurred to Brand that they were exurbanites who would need schooling in welding and masonry, organic farming and goat husbandry, weaving and furniture making.

Brand and his wife, Lois, loaded their battered pickup with books, catalogues, and a variety of implements and took off in their "truck store" for the communes in New Mexico and Colorado. Their "market survey" confirmed Brand's suspicions: "The people in the communes didn't know what they were doing." Brand returned to San Francisco and, well, the rest is history. In 1968 the first issue of *The Whole Earth Catalog* sold 2,000 copies at $5 apiece, the second issue in the spring of 1969 sold 30,000, the third issue sold 60,000. With *The Last Whole Earth Catalog* in 1971, the *Catalog* had been through 20-odd editions and supplements and had sold a grand total of 1,600,000 copies. Its celebrity was iced with a controversial National Book Award in 1972.

Brand would publish a *Whole Earth Epilog* in 1974, but, mentally exhausted, he effectively called it quits with *The Last Whole Earth Catalog* in 1971. He took the profits ($1.5 million) and started the Point Foundation, which turned to subsidizing ideas like Project Jonah to save the whales. He also started an idiosyncratic magazine called *CoEvolution Quarterly*.

Now, these many years later, the *Catalog* is back, an edition for the '80s entitled *The Next Whole Earth Catalog* (Random House, $12.50). It's a familiar Brandian "access to tools." It is, in fact, a 608-page distillation of the best elements of the earlier *Catalogs* (all reviews are updated) and of 26 issues of *CoEvolution Quarterly*.

Notably absent from the new edition, however, are such topics as "Black Interest" and "China," which, says Brand, were "new food" in the '60s and '70s that has since been well digested by the public. Then, too, the "Dope" section is smaller and there is less attention to "Free Schools." In their place are new sections on "Space" (Brand's current passion) and, especially, "Politics," since Brand believes that the long-hairs for whom he originally concocted the *Catalog* are now small businessmen and community leaders. "In '69 the last thing we needed," he says, "was information on how to be a political activist." The requisite tools this time out have titles like *For the People: A Consumer Action Handbook* and *How to Make Meetings Work*.

Yet for many people in economic straits, *The Next Whole Earth Catalog* will be mostly a matter of nuts and bolts and brass tacks. Given the cost of fuel these days, the notion of solarizing your house is no longer merely quaint. How do you go about it? What is the best book on the subject? Where do you get the materials?

The original *Catalog* was a sort of Koran for the counterculture. This time, it may be a survival scrapbook. In the next eight pages, *Quest/80* offers an exclusive sampler of *The Next Whole Earth Catalog*—an advance look at a potential new classic.

Quest
Oct '80

UNDERSTANDING WHOLE SYSTEMS

UNDERSTANDING WHOLE SYSTEMS means looking both larger and smaller than where our daily habits live and seeing clear through our cycles. The result is responsibility but the process is filled with the constant delight of surprise. Neither the Earth nor our lives are flat. What happened in the 20th century? The idea of self—the thing to be kept alive—expanded from the individual human to the whole Earth.

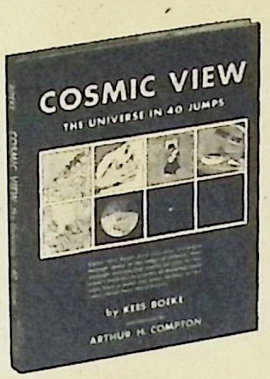
—SB

Cosmic View

"The Universe in 40 Jumps" is the subtitle of the book. It delivers.

The man who conceived and rendered it, a Dutch schoolmaster named Kees Boeke, gave years of work to perfecting the information in his pictures. The result is one of the simplest, most thorough, inescapable mind blows ever printed. Your mind and you advance in and out through the universe, changing scale by a factor of ten. It very quickly becomes hard to breathe, and you realize how magnitude-bound we've been. *—SB*

Cosmic View
(The Universe in 40 Jumps)
Kees Boeke
1957; 48 pp.
$4.95 postpaid from:
The John Day Company
257 Park Avenue South
New York, NY 10010



Earth Globe

This realistic globe from Rand McNally seems as good a deal as any. When looking up details I use an Atlas. But to check a time zone or remember where Rhodesia was, I give the old globe a spin. And there she sits, indubitably spherical, giving the proper lie to all those flat maps. —SB

"The Admiral" Earth Globe
No. 86042-9
$21.95 postpaid from:
Rand McNally & Company
Box 7600
Chicago, IL 60680

Gaia

This may turn out to be one of the epochal insights of this century: that the entire life of Earth, through its atmosphere and ocean, functions effectively as one self-regulated organism: Gaia (after the Greek Earth goddess).

Free-lance British scientist James Lovelock is the originator of the hypothesis (along with American microbiologist Lynn Margulis). As might be expected from a mind with the range to encompass the material requisite for the Gaian recognition, Lovelock writes a winning prose. This is a brief, personal, convincing performance. It even overcomes my lifelong aversion to chemistry, making fascinating sense of the difference between the chemical equilibrium of a dead planet and the chemical steady state of a live one.

Along the way Lovelock has astute criticism for some of the simplistic thinking that goes on in the environmental movement — as, for example, the premature hysteria over the effect of aerosol sprays on the ozone layer (a problem Lovelock helped discover). He notes that from Gaian perspective we are over-concerned with industrial pollution and under-concerned with protecting the integrity of the all-important tropical jungles and continental shelves of the sea. The health of Gaia is far more endangered by our agriculture than our industry.

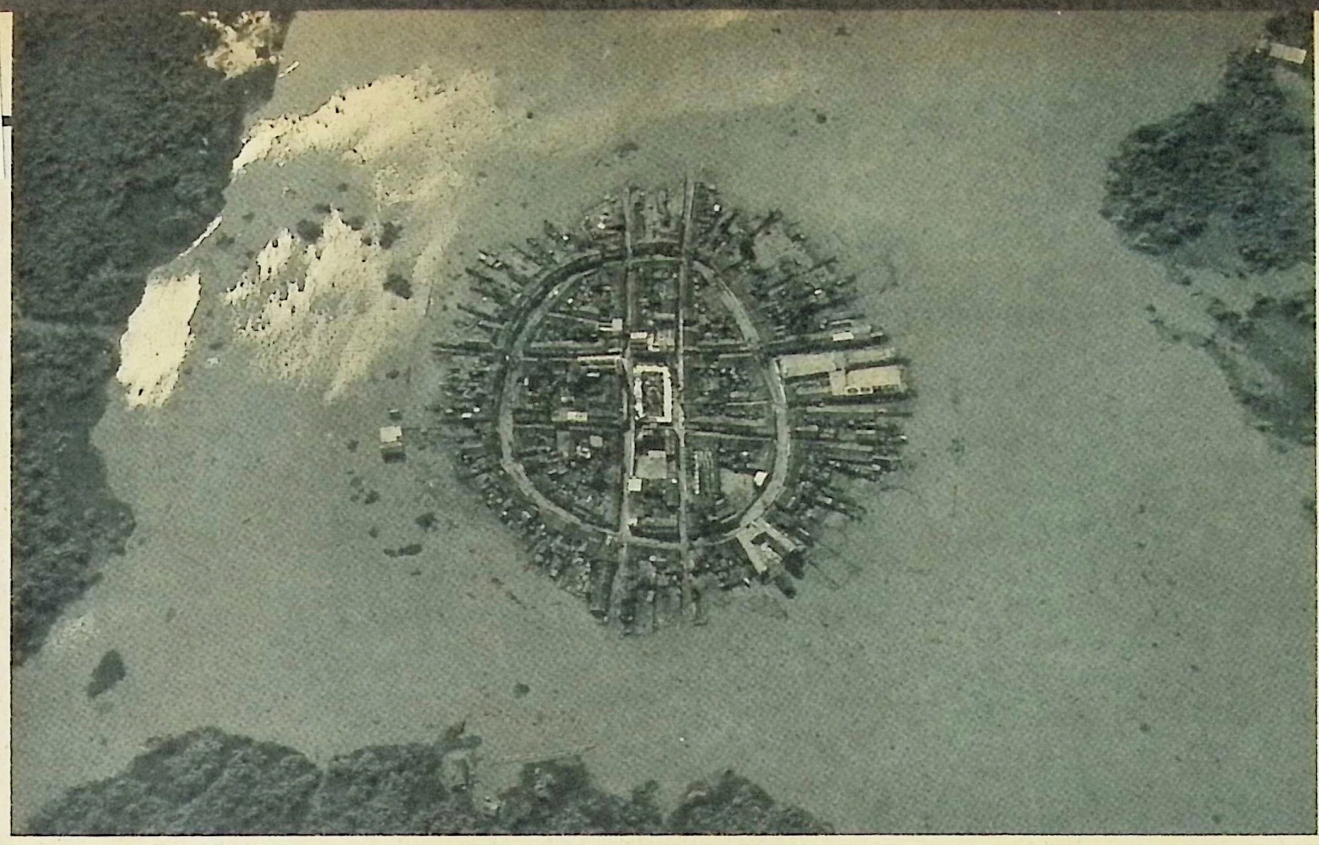
As science and as poetry, Gaia (pronounced "gūy - a") is a major planetary self-discovery. It's likely that all our thinking will be re-oriented to accommodate the goddess. *—SB*

Gaia
(A new look at life on Earth)
J.E. Lovelock
1979; 157 pp.
$11.95 postpaid from:
Oxford University Press
16 - 00 Pollitt Drive
Fair Lawn, NJ 07410

The start of the Gaia hypothesis was the view of the Earth from space, revealing the planet as a whole but not in detail. Ecology is rooted in down-to-Earth natural history and the detailed study of habitats and ecosystems without taking in the whole picture. The one cannot see the trees in the wood. The other cannot see the wood for the trees.

Considered solely as a life-detection experiment, atmospheric analysis was, if anything, too successful. Even then, enough was known about the Martian atmosphere to suggest that it consisted mostly of carbon dioxide and showed no signs of the exotic chemistry characteristic of Earth's atmosphere. The implication that Mars was probably a lifeless planet was unwelcome news to our sponsors in space research.

Quest
Oct '80



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Town and island of Mexcaltitán in the Mexican state of Nayarit. Mexcaltitán is situated in a lagoon on the Pacific coast, 155 miles northwest of Mexico's second largest town, Guadalajara. The shallow lagoon is alive with crabs, shrimps and fish, which are the population's main source of food and income. The settlement of the island dates back far into pre-colonial, pre-Spanish times. Some researchers even tend to equate Mexcaltitán with Aztlan, the original home of the Aztecs before they moved to their historical territories in the high valley of Mexico. Aztec legends about the origin and wandering of the tribe tell of an island in the middle of an inland lake, a paradise for fishermen and hunters of waterfowl. It is a fact that the memory of moon worship, Central America's oldest cult, lives on tenaciously in this village, and that its inhabitants are still quite convinced of the mystical-mythical significance of the circular settlement plan: for them, Mexcaltitán is the center of the universe. The cross formed by the four main streets inside the ring road that encloses the town mirrors the division of the heavens into the "world's four corners."

Grand Design

The best book of aerial photographs ever (200 photos — half are in color). What is unique is the captioning — Gerster knows what he is floating over, or he studies it until he does. He knows the history of places, and why the farmers do odd things, and what the tribe is after, and how to keep sand dunes from covering the oasis. The book is a tour de force of form and content.

The range is so world-wide and culturally rich that no reader-flier can escape wanting to try things differently. That's the yield of perspective. I've seen no other book — not even the space satellite ones — with perspective like this.

Gerster's message comes across: if your place is beautiful from the air, it's beautiful to live in. If not, not. —SB

[Suggested by Wilson Clark and Allison Giballe]

Grand Design
(The Earth From Above)
Georg Gerster
1976; 312 pp.
£35 ($80 approx.)
postpaid from:
Paddington Press
21 Bentinck Street
London WIM 5RL
England

Earth Flag

The inspiration of a world saver named John McConnell, realized by an artist named Norman LaLiberte (working with an early Apollo photo), this is the only flag we've seen that excludes nobody. Looks nice, feels great. —SB

Earth Flags
$3 12" x 18"
$30 3' x 5'

from:
Earth Society Foundation
19 Troutmen Street
Brooklyn, NY 11206

Quest
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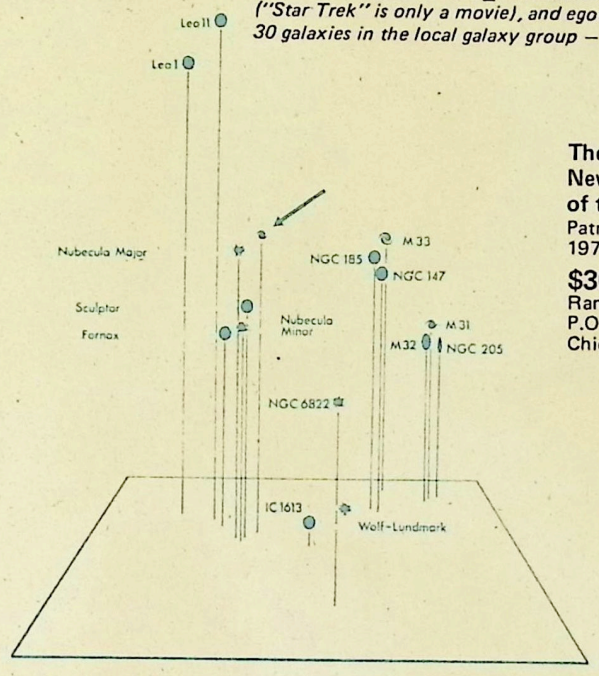
New Concise Atlas of the Universe

It's more important to have a recent atlas of the universe than a recent atlas of the Earth — the Earth is pretty well known and politically stable compared to the constant change of information coming in from astronomy and Space exploration. When you're very ignorant, as we are about the universe, a little information is a big change.

So, this is the most recent, comprehensive, and spectacular tome on what used to be called the heavens. I use it to cure confusion (where is the asteroid belt?), boredom ("Star Trek" is only a movie), and egotism (there are only 30 galaxies in the local galaxy group — a small group).

—SB



The Rand McNally New Concise Atlas of the Universe
Patrick Moore
1970, 1978; 190 pp.

$30 postpaid from:
Rand McNally & Co.
P.O. Box 7600
Chicago, IL 60680

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Local Group of Galaxies
Our Local Group is a small cluster, having less than 30 known members: the spirals M31, M33 and our Galaxy; the Clouds of Magellan, and smaller elliptical and irregular systems. These galaxies are so close to us that their own peculiar motions mask the effect of the red shift/distance relation.

Our galaxy contains 100,000 million stars. It has an overall diameter of 100,000 light-years; the maximum breadth is 20,000 light-years, and the Sun, with its planets, lies close to the main plane, 32,000 light-years from the galactic centre.

Star Maker

A man's consciousness unwillingly departs his body and his planet. Once in space he accomplishes willed travel in search of Star Maker. His journey takes him into the minds of other planetary beings; a company of these travel together and witness countless civilizations; eventually they participate in a combined consciousness of worlds that in time embraces the stars as well; this leads to galactic and cosmic consciousness and the culminating encounter with Star Maker.

Film-maker Jordan Belson, who I trust in these matters, asserts that it is a true vision, that Stapledon's whole life pointed at attaining it, and that the book will be used and discussed for centuries.

This Dover edition includes an earlier Stapledon story of similar scope, "Last and First Men."

—SB

Last and First Men and Star Maker
Olaf Stapledon
1937; 188 pp.

$4 postpaid from:
Dover Books
180 Varick Street
New York, NY 10014

We, or rather I, now experienced the slow drift of the galaxies much as a man feels the swing of his own limbs. From my score of viewpoints I observed the great snowstorm of many million galaxies, streaming and circling, and ever withdrawing farther apart from one another with the relentless "expansion" of space. But though the vastness of space was increasing in relation to the size of galaxies and stars and worlds, to me, with my composite, scattered body, space seemed no bigger than a great vaulted hall.

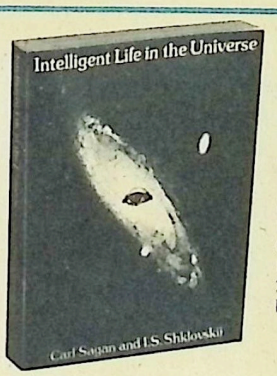
From all the coincident and punctual centres of power, light leapt and blazed. The cosmos exploded, actualizing its potentiality of space and time. The centres of power, like fragments of a bursting bomb, were hurled apart. But each one retained in itself, as a memory and a longing, the single spirit of the whole; and each mirrored in itself aspects of all others throughout all the cosmical space and time.

I said, "It is enough, and far more than enough, to be the creature of so dread and lovely a spirit, whose potency is infinite, whose nature passes the comprehension even of a minded cosmos. It is enough to have been created, to have embodied for a moment the infinite and tumultuously creative spirit. It is infinitely more than enough to have been used, to have been the rough sketch for some perfected creation."

Intelligent Life in the Universe

There have been later, more socialized books on what has come to be called SETI — the Search for Extraterrestrial Intelligence — but this is the one that started it all and will start it best for you. Co-author Carl Sagan (whose fame began with this book) and the Russian Shklovskii never met in person while co-authoring. The text proceeds from superb introductions to evolutionary astronomy and biology, through a complete presentation of relevant recent discoveries (up to 1966), to brilliant speculation on the parameters of inter-civilization communication. It's the best general astronomy book of recent years, but that's nothing next to its impact on all the biggest questions we know.

—SB



Intelligent Life in the Universe
I.S. Shklovskii
and Carl Sagan
1966, 1978; 509 pp.

$3.95 postpaid from:
Delta Books
One Dag
Hammarskjold Plaza
245 East 47th St.
New York, NY 10017

Quest
Oct '80

ASTRONOMY

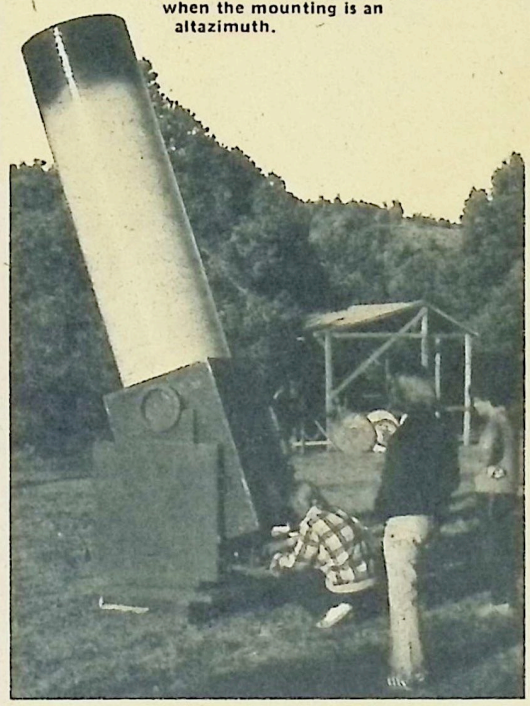
Sky and Telescope

All good space cadets have first hand observational experience of the sun, moon, planets, and stars, and they use this magazine to keep up with new equipment, discoveries and gimcrackery such as meteorite rings ("the only rings on Earth with stones from outer space"), planet photos, etc. —SB

Sky and Telescope
Joseph Ashbrook, Ed.
$14 /year (12 issues)

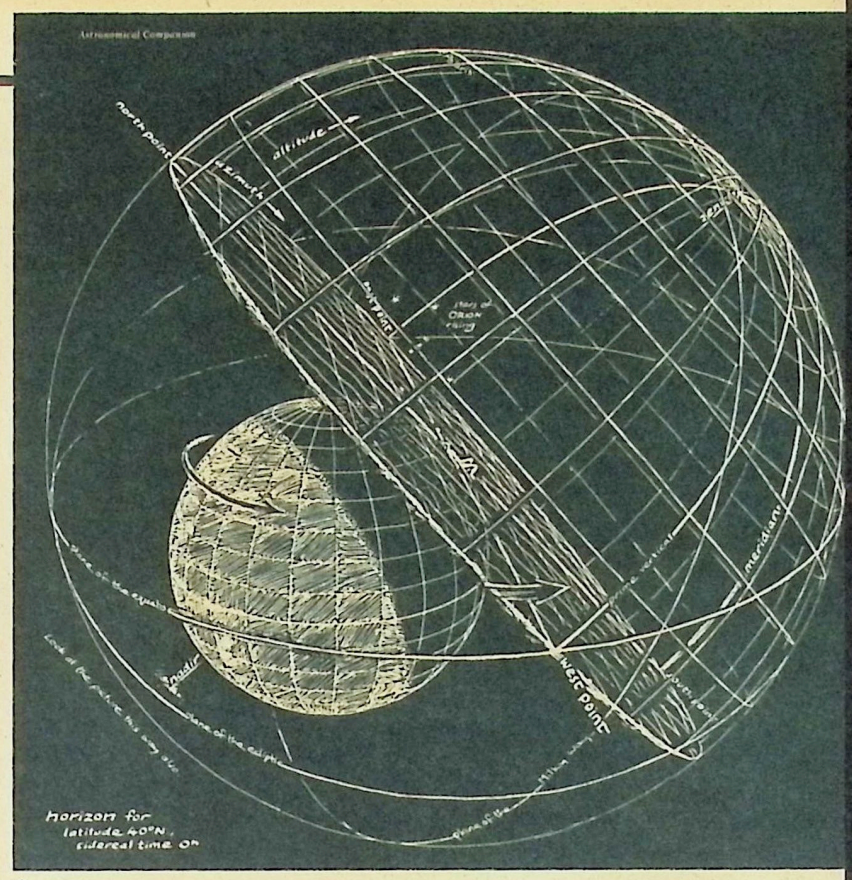
$1.75 /single copy from:
Sky Publishing Corp.
49 Bay State Rd.
Cambridge, MA 02138

John Dobson here places the 24-inch mirror on its flotation support, just before screwing shut the hinged "tailgate" of the telescope. The mirror is also cradled in a sling passing around the rim — an excellent support method that can only be adopted when the mounting is an altazimuth.



Points to Ponder for Astrophotographers

1. Spend the extra 30 minutes on polar alignment. It will be worth it later.
2. When near the telescope move head, hands, and feet at half normal speed.
3. When something works, make a note of it and standardize it.
4. Listen to others, but heed only yourself. Others may have yesterday's advice.
5. Focus on the faintest star possible, and take your time doing it.
6. Use off-axis guiding whenever possible. What you see is what you get.
7. When using a plug-type cold camera, dust everything at least twice.
8. Don't blame the telescope; you are the principal reason for success or failure.
9. Murphy's laws are merely a set of convenient excuses.
10. Good astrophotography techniques are poetry in motion.



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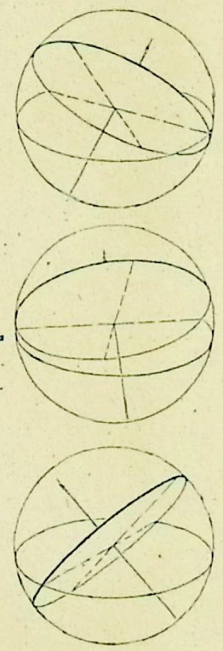
Four Planes
The *horizon* system applies only to this place where we stand. Indeed there is a different horizon plane for each spot on earth at each time, so there is an infinity of horizons and the one shown is only an example. The other three systems are not multiple like this: each has only one fundamental plane.

The *equatorial* system applies only to the earth (as a whole), being the expression of its rotation. The *ecliptic* is solar-system-wide. (To be exact, it is the plane of the earth's orbit only; the true plane of the whole solar system is slightly different.) The *galactic* plane is of vastly wider importance, since it is that of (or, to be exact, parallel to that of) our Milky Way galaxy.



The Astronomical Companion

We see from our position on Earth. The Sun travels east to west across the sky. The Milky Way makes a snow white bridge. But telescopes and space travel have given us a new view — the "real" view of how we are just a wee planet in a wee solar system in a wee galaxy. **The Astronomical Companion** *is an educational Atlas attempting to reconcile you to the differences between the "apparent" view of the heavens from Earth and the "real" image of the universe from outside our solar system. Ottewell is fully aware that the "real" view of the universe — the envelope of the cosmos — cannot be finalized and leaves us with quasars and redshifts and still further mysteries. Somewhat technical — in part because the vocabulary is so new — but by far the most mind-boggling atlas of what's out there.*

—Peter Warshall

Astronomical Companion
Guy Ottewell
1979; 73 pp.

$12 postpaid from:
Astronomical Calendar
Dept. of Physics
Furman University
Greenville, SC 29613

SPACE COLONIES

Quest
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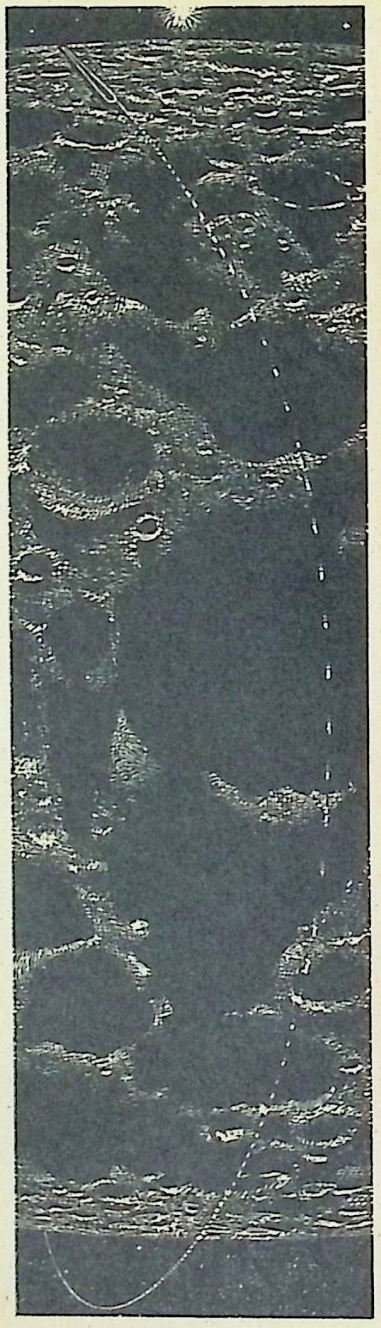
The High Frontier

The one book you must have if you're interested in Space Colonies is this one by Gerard O'Neill. His scheme has aroused so much rabid support and rabid opposition that O'Neill's gentle voice and responsible perspective has a critical balancing influence. I have seen environmentalists who at first blush loathed the idea of Space Colonies come away from O'Neill's book impressed and interested.

Having one individual most strongly identified with a grand vision such as Space Colonies is the healthiest way to proceed, I'm convinced, and I'm glad Gerry has the job on this one. —SB



Stream of moon ore payloads leaving lunar mass driver for collection and possession in space. Thus the Space Colonies are built largely with extraterrestrial material.

The High Frontier
(Human Colonies in Space)
Gerard O'Neill
1976; 288 pp.

$2.95 postpaid from:
Bantam Books, Inc.
414 E. Golf Road
Des Plaines, IL 60016

When I have considered the effect of our discovering, one day, signals from a more advanced civilization (note that it would be, with almost 100 percent certainty, milennia more advanced than we are because of our own position at the threshold of communication) it has seemed to me overwhelmingly probable that the first effect of the discovery, as soon as the excitement and the novelty have worn off a little, would be to kill our science and our art. What purpose to study the natural sciences? We already know that they are universal, so if a civilization now radioing to us is 50,000 years ahead in its knowledge, why continue to study and search for scientific truth on our own? Gone then the possibility of new discovery, or surprise, and above all of pride and accomplishment; it seems to me horribly likely that as scientists we would become simply television addicts, contributing nothing of our own pain and work and effort to new discovery.

In the arts, music and literature, the case may be somewhat more unclear; yet on earth the almost invariable consequence of contact between a primitive civilization and one more advanced is the stagnation of the arts in the former. Only in the form of a "tourist trade" does art survive, in most cases.

If this sequence of effects is of more than local significance, as I think it is, it will be quite obvious to any civilization more advanced than our own. I would then add one more assumption: that the same characteristics which render a civilization immune to intellectual decay and stagnation, if there be such characteristics, are accompanied by a repugnance to inflict harm on others, in particular to other "emerging" civilizations more primitive than its own. In that case, "They may be out there, but they're kind enough to keep quiet."

If the Sun Dies

Philip Morrison, the peerless book reviewer for **Scientific American**, *suggested this book by handing his copy to me. "Read it."*

He's right. It's far the best book on space exploration, and I suspect it is Fallaci's best work. She addresses herself throughout to her father, who loathes Space, and reaches him through the experiences they shared in the Italian Resistance during the war. Unlike most American reporters she has an unashamed perception of heroism, and she is abundantly dubious of the freeze-dried delights of American culture.

It is thorough journalism. A year on the project (early, before the moon landing), she talked to the scientists, the engineers, the flacks, the astronauts especially, and to Ray Bradbury, who gave her the title. It's clear that the ones who weren't scared of her loved her and said unsayable things. (When I read Wally Schirra's remarks aloud to Rusty Schweickart, his response was "I don't believe it.") Fallaci finds herself liking Von Braun in spite of politics, and adoring Deke Slayton who personally bombed her in Florence and is stricken by that. Violating her every European instinct, Pete Conrad sells her on fast-food culture.

It's the chronicle of a conversion, reluctant, hard-fought, richly perceptive, convincing. —SB
[Suggested by Philip Morrison]

If the Sun Dies
Oriana Fallaci
1965; 400 pp.

from:
Atheneum Publishers
Out of Print
GET THIS BOOK BACK IN PRINT!

"I love the Earth, do you understand? I love the leaves and the birds, the fish and the sea, the snow and the wind! And I love green and blue and all the colors and the smells, and that's all there is, do you understand? That's all we have, and I don't want to lose it on account of your rockets, do you understand?"

The Right Stuff

Mind you, I've seen lots written about the astronauts, the program, the personalities, the challenge. Most of it bad and inaccurate, grinding some axe or other, some of it accurate and boring, and occasionally a good shot like Mike Collins' **Carrying the Fire.** *But nothing I've read paints the essential history as Tom Wolfe has done here.*

— *Russell Schweickart (Apollo 9 Astronaut)*

The Right Stuff
Tom Wolfe
1979; 436 pp.

$12.95 postpaid from:
Farrar, Straus and Giroux, Inc.
19 Union Square West
New York, NY 10003

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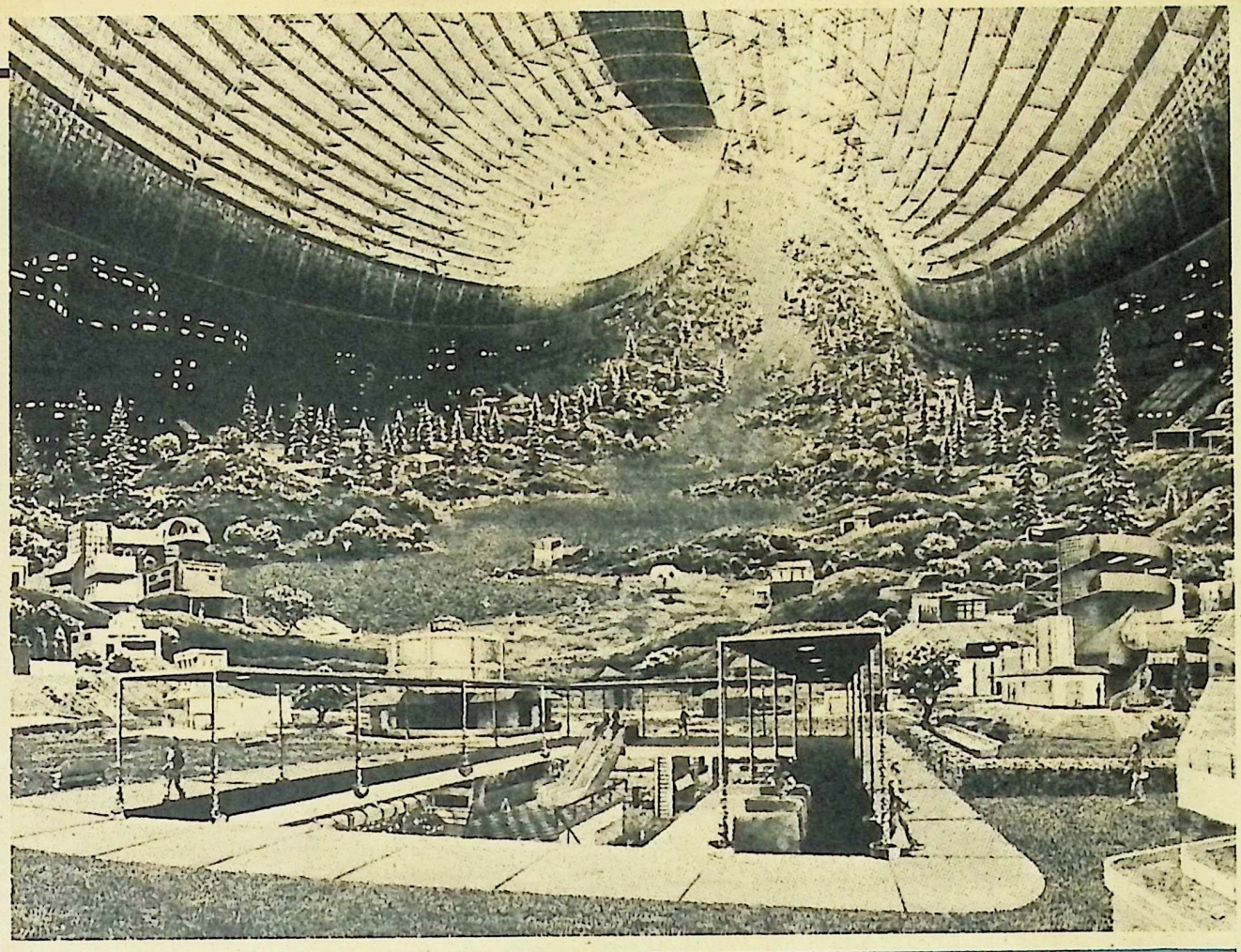

A settlement built as a large spinning torus or doughnut (NASA painting) offers a compromise between the wish for spaciousness and the wish to keep something hidden beyond the horizon—even if the horizon curves upwards.

Space Colonies

Like what's here, only more. Much more Gerard O'Neill, Rusty Schweickart, and spacy details. Much more discussion, including penetrating criticism of the whole idea by E.F. Schumacher, Ken Kesey, William Irwin Thompson, Garrett Hardin, Gary Snyder, and others. Wendell Berry says, "Humans are destructive in proportion to their supposition of abundance; if they are faced with infinite abundance, then they will become infinitely destructive." —SB

Space Colonies
Stewart Brand, editor
1977, 160 pp.

$5 postpaid from:
CoEvolution Quarterly
Box 428
Sausalito, CA 94965

One can quite possibly turn a profit in supplying the surface of the earth with steel from the asteroid belt. The asteroids contain steel in chunks ranging from 100 kilometers in diameter down to dust. It is, in its native form, a strong, tough, ductile, and corrosion resistant material, and for engineering purposes, it is superior to most of the steel produced on the earth, because it contains about 5% nickel. —Eric Drexler

Spaceships of the Mind

If you're considering space as a realm of activity for yourself or Ourself, there's no point in thinking small. The old professional British explainer Calder does an admirable job of mustering all the relevant thought and experience that bears on the idea of space colonies and beyond. —SB

Spaceships of the Mind
Nigel Calder
1978; 144 pp.

$6.95 postpaid from:
Penguin Books
299 Murray Hill Pkwy.
East Rutherford, NJ 07073

To colonise space will be to take out insurance policies. With humans living in an immense variety of widely separated environments, whatever catastrophe might occur in one place, it surely will not occur in others. If the human species accepts the challenge, it has the opportunity to become perhaps immortal, for as long as the universe lasts. Smith found it hard to imagine anything other than an encounter with another civilisation that would stop the expansion of life filling the Galaxy.

Compare the shoeshine man and the forester: the first works for a minute or two and gets prompt payment for a gleam that will not survive the next shower; the forester, on the other hand, plants trees that take so long to grow that he cannot live to harvest them. With the industrial revolution, forestry went out of fashion. Most of us, in the countries where it happened, began to live like shoeshine men. 'Better fifty years of Europe than a cycle of Cathay,' Tennyson declared. But people will have to learn patience again, if they are to take over the Solar System and then the Milky Way. It will mean planting many trees, both literally and figuratively.

SPACE COLONIES

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Lousma liked to leap from the workshop floor—just before he reached the center of the dome—to straighten out as cleanly as a diver hitting the water, in order to disappear through the hatch without touching its side.

A House in Space

No book, including the ones by astronauts, has given so compelling an account of life in Orbit. Henry Cooper, on assignment from **The New Yorker**, *talked to all the participants in the three Skylab missions which accumulated a total of 171 days — nearly six months — of constant weightlessness. What they found there were the kind of amazing occurrences that you will find yourself starting conversation with. The astronauts spent hours searching for lost objects that wandered off. Whenever they opened a drawer the stuff inside exploded out at them in slow motion. Whichever way they stood in a room was "local down." The third crew went on strike. Fascinating problems, ingenious solutions in a definitively exotic environment. —SB*

A House in Space
Henry S.F. Cooper, Jr.
1976; 184 pp.

$1.95 postpaid from:
Bantam Books
414 E. Golf Road
Des Plaines, IL 60016

o

An astronaut could almost select, with his eyes, which vertical he wanted to follow, the room's or his own private one. "All one has to do is to rotate one's body to [a new] orientation and whammo! What one thinks is up is up," said Kerwin, the first crew's science pilot, who had discovered the phenomenon. "It's a feeling as though one could take this whole room and, by pushing a button, just rotate it around so that the ceiling up here would be the floor. It's a marvelous feeling of power over space — over the space around one. Closing one's eyes, of course, makes everything go away. And now one's body is like a planet all to itself, and one really doesn't know where the outside world is."

There is a place with four suns in the sky — red, white, blue, and yellow; two of them are so close together that they touch, and star-stuff flows between them.

I know of a world with a million moons.

I know of a sun the size of the Earth — and made of diamond.

There are atomic nuclei a few miles across which rotate thirty times a second.

There are tiny grains between the stars, with the size and atomic composition of bacteria.

There are stars leaving the Milky Way, and immense gas clouds falling into it.

There are turbulent plasmas writhing with X- and gamma-rays and mighty stellar explosions.

There are, perhaps, places which are outside our universe.

—Carl Sagan

Education for Space Work

The following is reprinted (and updated) from the August '76 **Insight** *(formerly the* **National Space Institute Newsletter***; membership $22/year from* **Insight**, *P.O. Box 1420, 933 N. Kenmore Station, Suite 221, Arlington, VA 22210).*

Many letters come to NSI asking what to study to break into a space-related career, and whether there will be more such work available in the future.

According to NASA, the following five subjects will be at the heart of future technological developments, sure careers anywhere. (Incidentally, NASA is not the largest space employer; at the height of activity in the mid-1960s, 33,000 were on NASA payroll among the 500,000 believed involved in total space-related activity.)

1. Electromagnetic properties of solids
2. Integrated circuit technology
3. Cryogenics and superconductivity
4. Microstructures
5. Coherent radiation and integrated optics technology

The following organizations usually have career information to send:

American Institute of Aeronautics and Astronautics (AIAA)
1290 Ave. of the Americas
New York, NY 10104
(Send a self-addressed, self-stick label.)

American Society for Aerospace Education
1750 Pennsylvania Avenue N.W.
Suite 1303
Washington, D.C. 20006
(Write for free career information; they also publish a 48-page booklet about space careers and a 72-page Directory of Aviation and Space Education, at $5 each.)

Aerospace Industries Assn. of America, Inc.
1725 DeSales St. NW
Washington, DC 20036
Educational Director's Office. Ask for the reprint, "Career Opportunities in the Space Program."

Community and Education Services Branch, National Aeronautics and Space Administration (NASA) (LFG-9)
Washington, DC 20546

The Accreditation Board for Engineering and Technology
345 East 47th Street
New York, NY 10017
Sends lists of institutions for engineering or engineering technology study, those with aerospace departments noted. Price: $1 postpaid.

U.S. Government Printing Office
Washington, DC 20402
NASA Outlook for Space, 033-000-00140-3, $3.60; Forecast of Space Technology, 033-000-0064-1, $4.

The sky starts at your feet. Think how brave you are to walk around. *—Anne Herbert*

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nov/Dec '80

BOOKS

2 more pages following →

(complete copies of NEXT available in other part of archives

INTO SPACE WITH STEWART BRAND

By William Plummer

The Next Whole Earth Catalog, Random House, 608 pp., $12.50.

Bob Dylan wrote that you don't need a weatherman to know which way the wind blows. Maybe not, but a weather vane helps. And that's just what Stewart Brand has been during the last two decades: a kind of faultless pointer for the zeitgeist.

He was a Beat of sorts and a Native American cultist during the 50s. He was a multimedia artist, as well as one of novelist Ken Kesey's Day-Glo-daubed, LSD-inspired Merry Pranksters in the 60s. It was in the early 70s, however, that he became a root cellar, if not quite a household name. He was the visionary entrepreneur behind the major countercultural document of the decade, *The Whole Earth Catalog*—the clarion call of the back-to-the-land movement, the bible of the New Consciousness.

"The culture was much easier to steer than we expected," says Brand. "We were shocked." The occasion for this remark is the new catalog, the first such venture in six years.

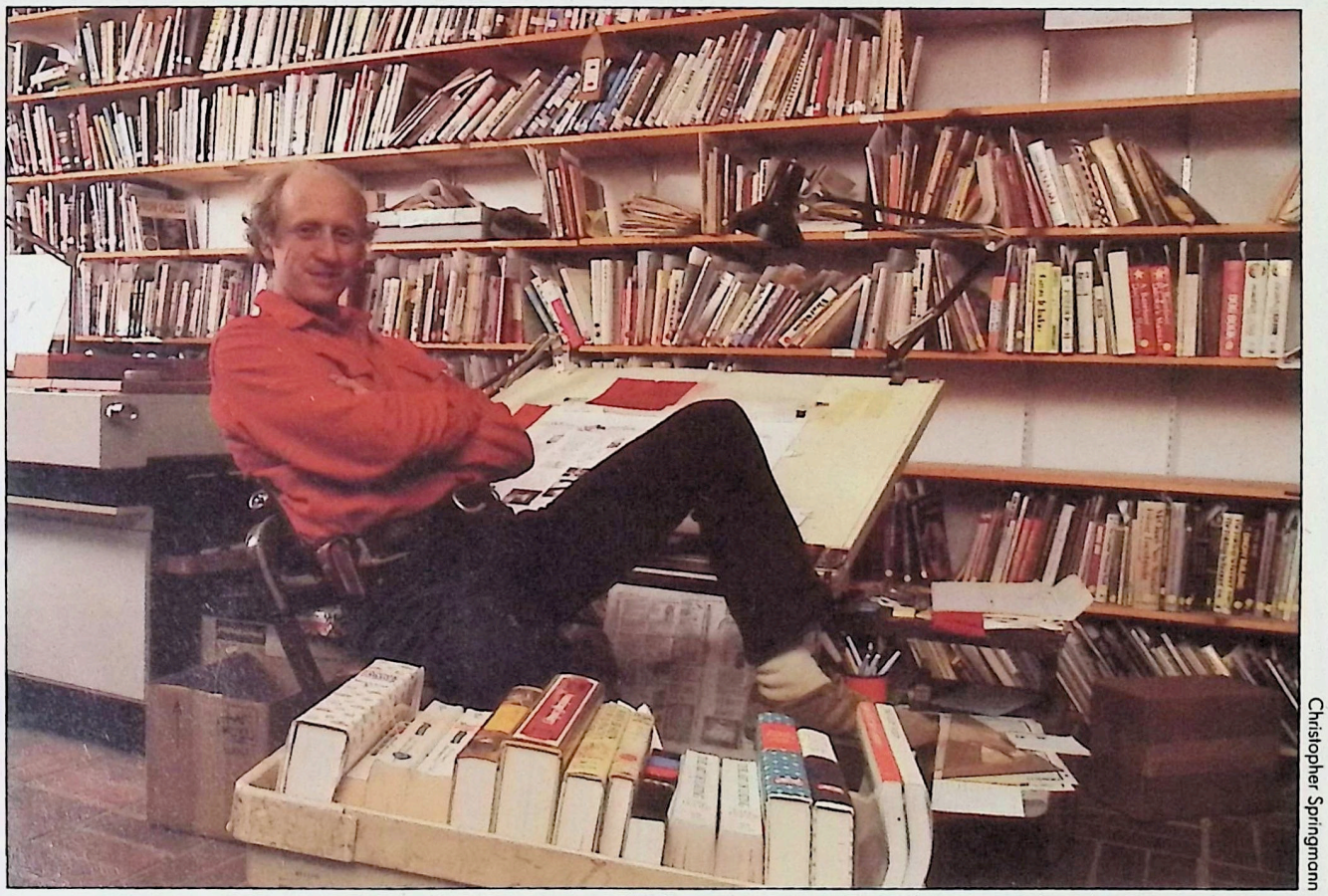
The culture did, indeed, go gaga a decade back for *The Whole Earth Catalog*. Started with $5,000 of Brand family money, it was parlayed in 3 years' time from a 64-page quarto-size paperback with a readership of 1,000 into a 450-page international bestseller that was not merely a staple at the Drop City commune in New Mexico, but was a centerpiece for any number of chrome-and-glass coffee tables in Manhattan and L.A.

But who was *steering* whom? Predictably, Brand was sucked into the whirlpool of celebrity. He was conscripted for TV and radio talk shows, the *Catalog* was given a controversial National Book Award, and the producers of *Bye Bye Birdie* and *1776* vied, improbably enough, to turn it into a Broadway musical.

In 1971, in a typically quixotic gesture, Brand discontinued the *Catalog* at the height of its prestige and marketability. (There was an afterthought *Whole Earth Epilog* in 1974.) He was troubled by fame. "You cannot both be and defend a mountain range," he muses.

A Brand New Vision

So then, after such a hiatus, why did Brand choose to publish a new edition of his catalog? The answer, one appropriate to a seer, is that his vision



Christopher Springmann

Stewart Brand has become fed up with self-sufficiency. He now focuses on community—here on earth *and* in outer space.

Next
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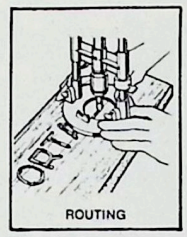
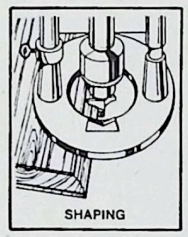
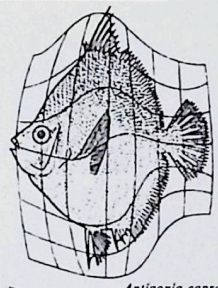
has changed. Gone from *The Next Whole Earth Catalog* are the rhapsodies on domes. ("Domes are a waste of time," says Brand.) Gone, too, are such topics as "Black Interest" and "China," which were both "new food" in the 60s, but have since been digested by the public. Other sections also have been deleted or decreased in size, but what is most striking about *The Next Whole Earth Catalog* is the addition of materials on space. They serve as a kind of manifesto: In the near future we will have to broaden our focus not merely from the personal to the planetary, but to the interplanetary. Our purview will have to extend past the whole earth to the galaxy itself. Some of the pertinent tools to this end are Tom Wolfe's *The Right Stuff,* Olaf Stapledon's *Starmaker,* Shlovski and Sagan's *Intelligent Life in the Universe,* Oriana Fallaci's *If the Sun Dies,* Gerard O'Neill's *The High Frontier,* and Freeman Dyson's *Disturbing the Universe.*

The book that has most informed Brand's vision is Gregory Bateson's *Steps to an Ecology of Mind.* It was author and scientist Bateson who, Brand says, "gave me a thread to string my beads on." Not incidentally, this relationship with Bateson also serves to explain Brand's obsession with space. From Bateson he learned to see life as "interlocking circuits of contingency." (Thus, Brand argues, the development of space colonies would, by principle of rebound, help remedy ills on earth, such as the energy crisis, the arms race, the population problem.) From Bateson he learned that "to want to control is the pathology." (Thus, Brand says, "Free Space" is "the outlaw area, too big and dilute for national control"; its colonization will require interdependence, "coevolution," among the major powers, with the result that men may replay the European dream of America—pioneer stuff, but "no con-







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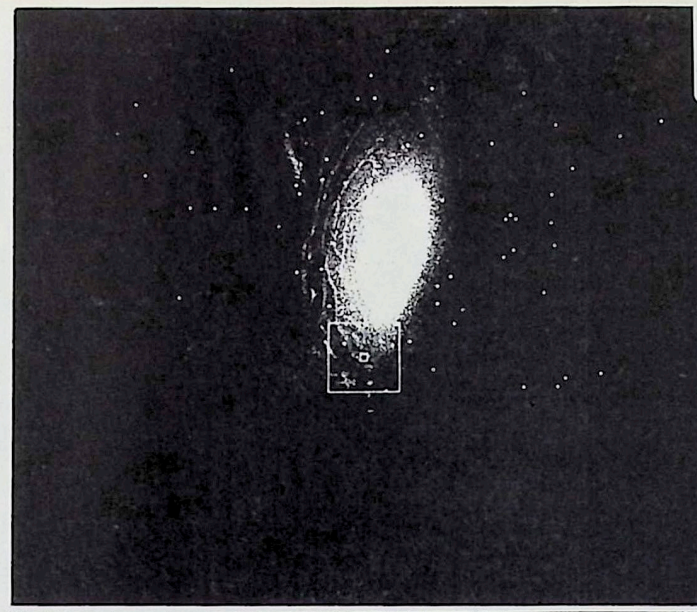

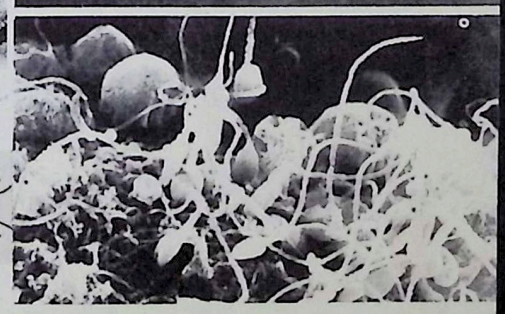

Drone Queen Worker

The *Next Catalog* includes a typical Brandian potpourri *(clockwise from top left)*: good tools, cosmic views, farming hints, differences between male *(right)* and female skulls, spermatozoa, bee politics and living quarters, fish as indicative of nature's intricacies.

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quering, no exploitation, no guilt this time.") From Bateson he learned to savor paradox as "a contradiction in which you take sides—both sides." (Thus, Brand argues, the more people know about space, "either enthusiastically or with misgivings," the more intimately they will fasten to their own local place.) From Bateson, finally, he learned that "Job's sin is that he is pious" (thus, Brand's tendency to season advocacy with iconoclasm).

Many of his admirers are not happy about this Brand new vision. The current enthusiasm for space, notably for Gerard O'Neill's space colonies, has gotten Brand into trouble with what is generally considered *his* constituency: the Appropriate Technology crowd, an intractably earth-oriented group incorrigibly committed to "small futures." Brand has further alienated himself from this audience by accusing them (and himself) of mongering Apocalypse. "My generation grew up expecting nuclear devastation," he says. "We have wished, we ecofreaks, for a disaster, or for dramatic social change to come and bomb us into the Stone Age, where we might live like Indians in our valley, with our localism, our Appropriate Technology, our gardens, and our homemade religion, guilt-free at last." Staunch aversion to hard technology, to Bigness itself, Brand suggests, is fear of the future and of life itself.

The Appropriate Technology position is simply too confining for Brand, and he has been rapidly (and noisily) sloughing off its pieties. He has, as well, been reshaping ideals that make up his own public image: "The image of me and mah woman and mah kids and mah dog and the chickens and the ducks and cows and the woods being self-sufficient [the image of the original *Catalog*] is a self-limiting and maybe a self-destructive fantasy after a while because it eliminates a lot of quite wholesome dependencies from one's thinking." The meaningful polarity today is not self-reliance versus dependency, but local versus more distant and abstract dependency.

A Bag of Nuggets

The Next Whole Earth Catalog is also a familiar Brandian "access to tools." ("A tool," says Brand, "consists of a use at one end and a grasp at the other.") It is, in fact, a 608-page distillation of the earlier *Catalogs* (all reviews are updated) and of 26 issues of *CoEvolution Quarterly*. It is a medley of how-to's, a salmagundi of ideas caught in books, catalogs, and magazines, with each item getting about half a *Catalog* page.

The *Catalog* is, by design, a total teaching document. Its goal is "self-reliance," and its lessons in that ideal are twofold: It not only gives information on beekeeping and computers, but it requires the reader to work at his own reading of the text. "Give them a bag of nuggets," Brand once said of his readers, "and let them make their own connections."

Does *The Next Whole Earth Catalog*, then, have a program? Hardly. Indeed, Brand is miffed by the question. "We don't believe our audience is something you drive, like a car," he says. The Whole Earth staff does anticipate, however, reaching and serving three different audiences. First, the original *Catalog* faithful, Brand's peers who went communal a dozen years ago. "My bunch," says Brand, "turned their back on convention, joined the outlaw economy, sold drugs, learned how to be pretty good businessmen in some cases, and were accepted by the small-business community." Many are now community leaders. For them Brand has added to the *Next Catalog* a Politics section and "community actions" tools.

The primary audience blends somewhat with a readership that was, a decade ago, attracted to the *Catalog* as a cultural curio. These days, however, the economic climate is a bit chilly for cultural Camping lifestyles, and the onetime eavesdroppers are now financially hard-pressed like everyone else. "Their household economy is the only place they can reliably invest," observes Brand. "So they're getting solar collectors and improving their insulation, doing gardens, rehabbing old houses." And they need know-how, or access to it. "The original *Catalog* was a banner [of a new lifestyle]," says Brand. "This time it's a reference book."

Yet the third audience, the always-mysterious college-age group, will most likely gaze upon the *Catalog* with something like the "wild surmise" of their hip predecessors. For them: the pages on computers, on drugs, on electronic music, on punk magazines, on Buddhist learning centers in America. For them the *Catalog* will be something more than a ready reference—a "wish-book," a career directory, as well, perhaps.

Satellites and Whales

From Gregory Bateson, Brand has learned to revile either/or thinking: "Either Herman Kahn or Ivan Illich. Either space colonies or butter churns. Either the CIA is good or evil. Try both."

Lately Brand has been trying both. In fact, he's been consorting with the very man the Appropriate Technology folks regard as the Enemy: Herman Kahn, the mega-girthed mega-thinker who himself once anguished over thermonuclear devastation and organized around Apocalypse, but is, of late, converted to optimism, to the belief that "values determine technology," not vice versa. "When it comes to political, social, military, or economic analysis," Brand says, "there is no view I'm more interested in than Kahn's." Unless it's Jerry Brown's.

"To me," says Brand, "Jerry Brown is the most interesting man in politics right now. He's very good at perceiving where a paradox is alive and feeding the process. When someone says, 'Are you for satellites or are you for whales?' he says that satellites can count whales.

"The *Catalog* was six hippies in a garage," Brand says, underscoring the humble beginning of a decade ago. "Now we're dealing with governors, so it's the same ball, but it's a different game." Brand has also grown from an *enfant terrible* into a figure in the landscape with impressive cultural clout of his own. It is telling that *The Next Whole Earth Catalog*, unlike previous editions, begins with a homage not to one of Brand's heroes, but to space itself. He seems to be saying that, at 41, he is no longer as needful of "personal saints." He seems to be saying that the sky alone is his, our, limit—an inspiriting thought in a time when the words *entropy* and *zero sum growth* are on most people's lips. ■

William Plummer has reviewed books for many national magazines. He is writing one about Neal Cassady.

International Herald Tribune Nov 25 '80

INTERNATIONAL HERALD TRIBUNE, TUESDAY, NOVEMBER 25, 1980 Paris daily

Another 'Whole Earth Catalog'

archive

The Frightening Thing Is That It Isn't Frightening Anymore

By Henry Allen
Washington Post Service

WASHINGTON — The "Whole Earth Catalog" was frightening. That was the best thing about it. Now, in its fourth incarnation as "The Next Whole Earth Catalog" (heir to the original "The Last Whole Earth Catalog" and the "Whole Earth Epilog"), it isn't frightening at all.

That's what's frightening.

"We are as gods and might as well get good at it" was the motto, challenge and rallying cry of the first one, in 1968. And the others, in 1971, 1974 and 1980, respectively.

What a wild idea! It's the sort of notion that usually powers holy writ or manifestos, which is what the original catalogs were, preaching a hellfire of corporate pollution and media mind-grab in contrast with a heaven of self-sufficiency, homemade bread and no more neurosis. It proposed a world in which our freedom wouldn't deprive anyone or anything — neighbors, snail darters, watersheds — of theirs.

It threatened the established order with the carrot of utopia and the stick of doomsday. Heaven and hell: It's always hard to tell which is the most threatening, but the catalog had them both.

Access to Tools

It wasn't meant to be that way. Editor Stewart Brand called it an "Access to Tools," and that's how it read, from pig-tooth nippers to "Literary Essays of Ezra Pound" to Amish work clothes to silk screens to advice on falconry, breast-feeding, arc welding and love life at the University of Illinois ("the hip chicks will do it").

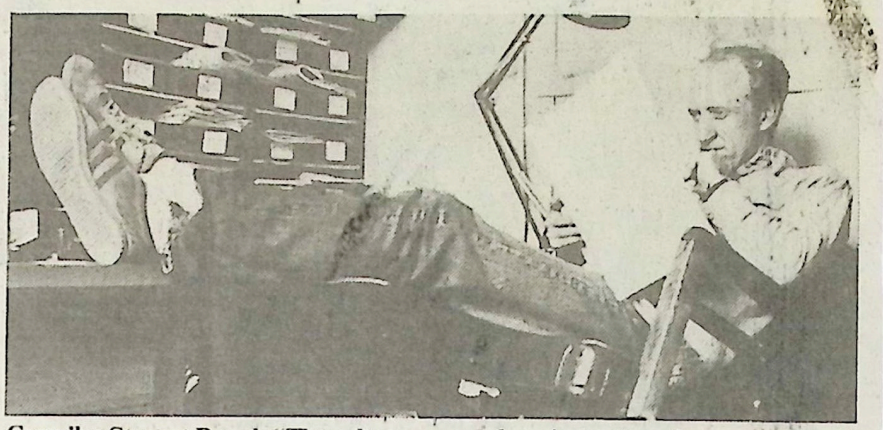
But mostly, the catalog was like so many magazines, books or catalogs — it was a tool for self-definition. The medium was the message. The Sears, Roebuck catalog had long been a "wish book" for poor people, teaching them how to be consumers. The "Whole Earth Catalog" was a wish book for the rich, teaching them how to achieve that joy of middle-class desiring: authenticity.

Reading it meant that you were the sort of person who read it. Like Spiro Agnew, Vietnam and psychedelic drugs, it divided the United States into Us and Them, with the implication that only one was going to come out of the fight alive.

The problem is not that the Catalog forces lost. It's that they won. Or at least they won the right to keep fighting, if anybody feels like going up against them anymore.

"The culture was much easier to steer than we expected," Stewart Brand has said. "We were shocked."

We're not all composting our fecal matter or heating with wood stoves or living in solar-heated yurts. The point is that a few of us are, and nobody notices anymore except to ask questions and maybe learn something.



Compiler Stewart Brand: "The culture was much easier to steer than we expected."

In his introduction to the new catalog, Brand says that it duplicates only 28 percent of the items in the previous catalogs. He points out that six years ago, in the "Whole Earth Epilog," "China was the model for radical America; now America is the model for technical and economic China." The early catalogs went nuts over geodesic domes. The new one largely ignores them. The "Last" catalog had two pages on computers. The "Next" catalog has 12. The index of the "Last" catalog had 32 items dealing with blacks. The new index has none.

The new catalog preserves a major element of Brand's genius — his catholicity. He can worry about how many trees it took to print 140,00 copies of the new catalog (6,160), then include eight pages on burning wood for heat. Political tools — books, magazines, philosophies and organizations — sweep from the Communist Party to the Libertarian Vanguard. Cooking suggestions run from "The Fannie Farmer Cookbook" to one advocating that everything be eaten from one bowl.

The catalog also continues with Brand's illusion that it's just a screed of handy tools. After 12 years of putting out catalogs, he can still complain in the preface about reviewers. He requests that reviewers test the catalog on a subject they know something about, then a subject they know nothing about. Fine.

This reviewer checked out babies and psychological depression. The baby section looks good, but the depression section is merely a zealot's touting of one outdated, self-serving and simplistic book. Brand's enthusiastic review of a book on defense spending already seems outdated in light of developments in the Gulf. A big cheer is given a book on driving in the desert. An excerpt reads: "*All by yourself* and stuck? 1. Jack up vehicle, *have someone watch* the vehicle . . ."

Then again, and as always, the catalog makes the unknown look delicious, whether it's right or wrong. The layout is nice and the writing has the traditional and wonderfully colloquial Brand touch. Another chunk of his genius is that with these catalogs, he has taken the American folk tradition of lore-swapping and tool-talking, in the style of Saturday mornings at the hardware store, and turned it into an art form.

Cuteness, sanctimony and even fatuousness do creep in. One article begins: "When my cat and I decided . . ." Every other page features a tidbit from something called "The Rising Sun Neighborhood Newsletter," which is written in breathless neo-naive style and aims too often for moral one-upmanship. One unfortunate tidbit equates "American Nazis, builders of nuclear reactors and tuna fishermen."

No Threat

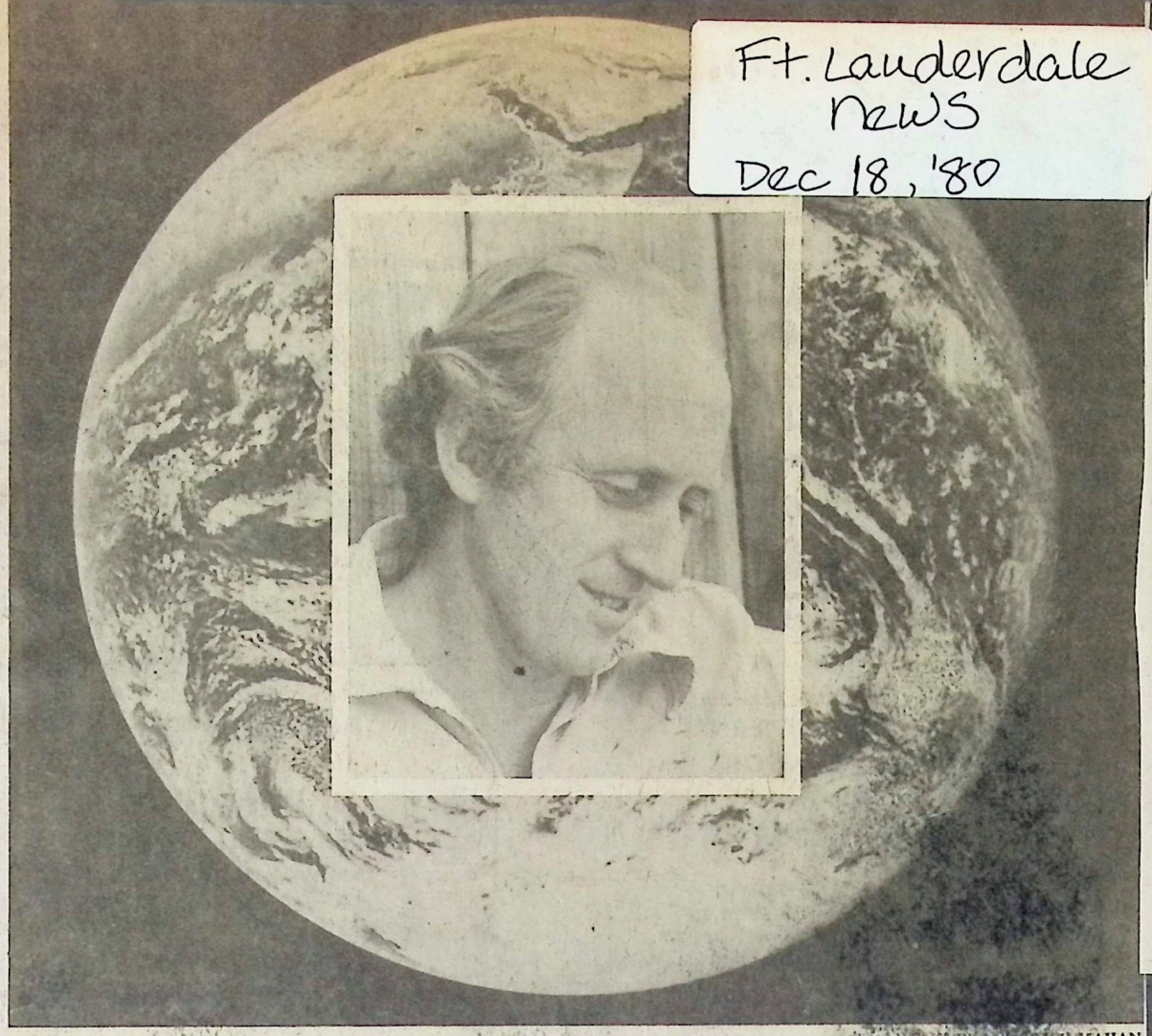
"The Next Whole Earth Catalog" no longer threatens to seduce either our children or ourselves. The hubris and temptation of "We are as gods . . ." is no longer alarming. As a tool for self-definition and transformation, it has lost its edge, and through no fault of its own. It hasn't changed, but we have.

Does it mean something that the picture of the earth on the cover is upside down (though as Brand points out, there is no right-side-up in space)?

Should you feel the need to build your own world, starting with a space station and going all the way to trout streams and artificial insemination for lesbians, there's no better guide than this catalog.

Maybe people will buy it (for $12.50, compared with $5 for the first ones) to gain access to tools, not to new images of themselves. But for the rest of us, it just isn't so exciting anymore. Maybe we've grown up. Maybe we're getting old.

Ft. Lauderdale News
Dec 18, '80



Staff Photo by RICH MAHAN

The man behind "The Whole Earth" catalogs was once a barometer for the national mood. Today, in an age embittered by inflation and insecurity, Stewart Brand is peddling space. And trees.

Stewart Brand: *His Whole Earth keeps expanding*

By Joseph Cosco
Staff Writer

He has been called, among other things, a visionary entrepreneur, the "hippie L.L. Bean," and a "Horatio Alger trading blue chips in the greening of America."

His first radical catalog was dubbed the bible of the New Consciousness, a post-psychedelic Yellow Pages, and a paean to self-sufficiency.

But for Stewart Brand, creator-editor of the *Whole Earth* catalogs, it all boils down to evolution. True to his training in biology, he describes himself and his work in scientific imagery.

"I'm a Darwinian, I suppose, and shopping is a sort of Darwinian activity," he says from his office in chic Marin County, Calif. "Just as natural selection is continuously looking for a higher quality organism, we're continuously looking for higher quality tools and ideas."

Brand became a purveyor of tools and ideas when it dawned on him that the back-to-the-land communards didn't know a damn about self-sufficiency. (His hunch was borne out in a "market survey" conducted via pickup truck in the communes of Colorado and New Mexico.)

He used $5,000 of his family money for the first printing of *The Whole Earth Catalog* in 1968. Within three years the modest 64-page paperback had exploded to 450 pages, and become an international bestseller that would win a controversial National Book Award.

Then in 1971, at the height of the catalog's popularity, Brand abruptly cut it off. Except for the afterthought *Whole Earth Epilogue* in 1974, Brand was content to spend the '70s giving away the profits and editing the *CoEvolution Quarterly*.

Brand says his motivation was "personal burnout and a diabolical curiosity" to see the effect of "chopping off a business success at its peak." There was confidence that something would fill the niche created by the Whole Earth philosophy, but "that hypothesis proved dead wrong," he now says.

Almost a decade later Brand is back in the catalog business with *The Next Whole Earth Catalog*, a 608-page compendium that maintains the spirit of the original. As Brand puts it, "Once you have a good knife blade you don't throw it away. You just sharpen it."

The new, atlas-sized volume is a distillation of the earlier books (with all the reviews updated) and 26 issues of *CoEvolution Quarterly*. Brand says only 11 percent is carry-over material from *The Last Whole Earth Catalog*.

It is still subtitled "Access to Tools" and it is still intended as a tool for self-education.

The Next Whole Earth Catalog retains its predecessors' turn-of-the-century look, with pages that are black and white collages of other catalogs, magazines, mechanical tools and bits of wisdom.

But now the catalog is packaged in a splashy binding that features upside-down and sideways views of the earth as photographed by the Apollos II and 17 astronauts.

And Brand's interests have been updated to reflect a changed world. The 1971 catalog listed two entries under solar energy; in 1980 there are reviews of 63 solar items.

Please turn to page 5C, column 1

Continued from page 1C

Gone are sections on black interests and China, topics that have been well digested by the American public. In their places are sections on computers, politics and space.

Although Brand's vision has been modified, he says most of the premises of the late '60s have held out pretty well. One that didn't is the notion of self-sufficiency. "The idea that self-sufficiency is possible and that self-sufficiency is desirable — that turned out to be a lie," he says.

One can and should be self-reliant, he says, but "the ones that got along with their neighbors are the ones that survived."

If there's an overriding theme to *The Next Whole Earth Catalog*, it's that our salvation lies in interdependence, neighborhoods and community politics.

"There are themes in the catalog having to do with small and local and personal," he says, adding that the reverent section on trees is like "a little melody."

"Lots of tools are capable of doing harm," he says about his infatuation with trees. "Trees do not seem to be one of them."

A man who has come to appreciate a good paradox, Brand is both hip and homespun, playful and practical, equally comfortable with the small and the cosmic.

Once a barometer for the national Zeitgeist, Brand now seems to be an optimist in a period of pessimism. He's peddling space and space colonies, his most recent passions, while many of his contemporaries are stocking up on freeze-dried food and preparing for the Apocalypse.

But Brand says he's not worried. "The Me Decade — I think that's about to flip," he says.

Balding, angular and affable, the 41-year-old Brand is a native Midwesterner who grew up in a mid-sized Illinois city and summered in Michigan, "just like Hemingway."

"I went to a good prep school back East and headed to California when I read about it in Steinbeck," he says.

In California he took a degree in biology at Stanford University and hooked up with Ken Kesey and his LSD-munching, Day-Glo-painted Merry Pranksters, whose exploits Brand says were faithfully chronicled in Tom Wolfe's *The Electric Kool Aid Acid Test.*

The legacy of that period is a certain brassiness that has stood him in good stead. "There was a bravado that was carried out on a daily basis, and that is something you have handy when one gets timid," he says. "Any creativity is a constant battle with timidity."

Brand describes the first catalog as the work of "six hippies in a garage." His current staff of 24 is "more the same than I am," he says. "I'm 41 and most of the people in the office are in their 20s. They sort of live in the cracks of society, living on little and enjoying it very much. If the '60s didn't happen I guess you would call them Beats." Brand says he pays himself a salary, recently upped to $20,000 a year from $15,000.

Much of the substantial earnings of the Whole Earth project has been pumped back into various and sundry causes such as the *CoEvolution Quarterly*, Project Jonah (to save the whales) and the COYOTE prostitute's group. The six directors of Brand's Point Foundation were each allowed to give away $55,000 a year at their own discretion, Brand says.

Admitting that it's no easy task to muster up a catalog, Brand says he will continue to publish updated yearly editions.

The Next Whole Earth Catalog was the product of six months' work, with three typesetters working around the clock and the core group of 8 to 10 staffers going 12 to 16 hours a day.

"It's all very Buddhist," Brand says, "in the sense that it's doing one thing and nothing else."

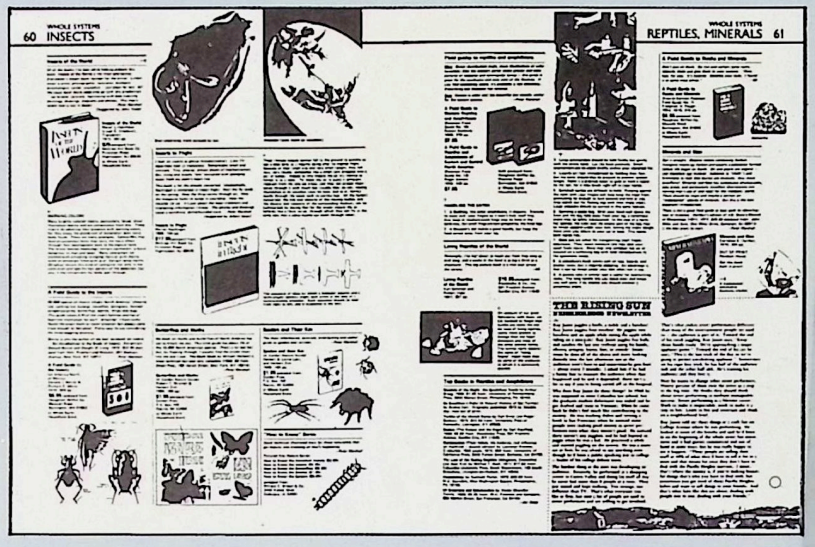
Ft. Lauderdale News Thursday, Dec. 18, 1980 Section C

Natural Science Book Club 2/81

Alternate Selection

The Next Whole Earth Catalog

ACCESS TO TOOLS



Edited by Stewart Brand

From Alternative Energy Sources to World Economics, THE NEXT WHOLE EARTH CATALOG, *the* survival manual for the 1980s.

Born of the social and cultural upheaval of the 1960s, THE WHOLE EARTH CATALOG became a national best-seller and a National Book Award-winner in the 1970s. (Sixteen editions selling over one and a half million copies.) Now expanded and totally revised, this comprehensive, how-to-do-it, where-to-get-it reference manual can help you meet the challenges of the 1980s.

Bursting with over 2,500 listings covering land use, shelter, industry, crafts, communications, and learning, THE NEXT WHOLE EARTH CATALOG offers you a wealth of fresh ideas, new products and tools that you can get at low-cost (sometimes at no-cost) through the mail. The format is identical to earlier editions—large and profusely illustrated—but more than 70 percent of the material here is brand-new, and all items have been updated. The new or revised listings meet the same stringent criteria for inclusion as the old: an item only appears if it is 1) useful as a tool, 2) relevant to independent education, 3) of high quality or low cost, 4) easily available by mail.

Stressing self-reliance as the better way, THE NEXT WHOLE EARTH CATALOG ventures boldly and authoritatively into areas of particular interest and concern for the current decade, including:

Home Computers • Medical Self-Care • Home Tools and Suppliers • Evaluations of Running and Exercise Books • Hospices for the Dying • Birth Control Systems • Farm-Supply Catalogs • Solar Energy and Alternative Technology • Organically Grown Foods • Tips on Starting Your Own Business • And Much More

Whether you want to install your own wind-powered generator, learn carpentry or bee-keeping, or just keep abreast of the latest discoveries in the world of science, THE NEXT WHOLE EARTH CATALOG provides you with over 600 pages of specific information: what's available...where to write...and costs, if any. With this guide you'll find the good buys in everything from hiking and camping gear to musical instruments to video cassettes and compact data processors.

Edited by Stewart Brand (he put together the original CATALOG 12 years ago), the current edition is filled with insights on living in harmony with nature, plus fascinating excerpts from new publications and such old favorites as *The Farmer's Almanac* and *Travelers' Directory.*

THE NEXT WHOLE EARTH CATALOG is a virtual cornucopia of practical information you can tap for help in any area. In times of inflation and energy woes, it's the next best thing to having your own gold mine or oil well.

Outsized volume measures 11" x 14½"

Softbound

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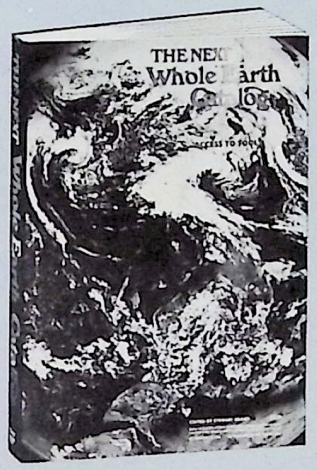
Publisher's Price $12.50

Member's Price $10.50

Earns one bonus credit toward the four required for your next Bonus Selection



Rain Dec '80

The Next Whole Earth Catalog, **edited by Stewart Brand, $12.50 from:**
Random House
201 East 50th Street
New York, NY 10022

What do you get when you cross the yellow pages, the *New York Review of Books*, a novel, and years of the kind of accessing the *CoEvolution Quarterly* has been noted for? You guessed it: *The Next Whole Earth Catalog*. It's time to give *The Last Whole Earth Catalog* a rest and seek out new adventures in the 607 pages and 325 subjects of *The Next*. It's like taking a subway: you can catch a ride in composting, stop off in vernacular architecture, and eventually pull in to candlemaking—and there's always another train ready to depart. My first stops were in the sections on maps, plants, and *RAIN* (can't help a few biases), and I found all to be full of good sources and helpful descriptions. Just think: if you read one subject a day, you wouldn't run out for nearly a year, and if you read a page a day, you'd be set for two. But chances are you'll read it over and over until there is a *One After The Next Whole Earth Catalog*.

RAIN (or) Dec '80

SF Examiner Dec 15 '80

'Tis the season

Christmas is the big time of year for booksellers. I've just done a spot check of local bookstores asking just how big it looks at this point and getting clues about which books are likely to end up under Bay Area trees this year.

As far as sales go, the news is pretty good. Nobody reported being behind last year, although Ethel Stevenson, book buyer for Macy's California, noted that since Macy's book business was only 3 percent ahead of last year, it wasn't keeping up with inflation. Other assessments ranged from an enthusiastic "excellent" to "a slow start, but I think we're going to be OK."

So, people are buying books. What books? A couple of titles are on everybody's lips: "The Covenant" by James Michener, and "Cosmos" by Carl Sagan, currently number one on the fiction and nonfiction best-seller lists. Other titles frequently mentioned were Stewart Brand's "The Next Whole Earth Catalogue," "Side Effects" by Woody Allen, "A Man" by Oriana Fallaci, and "Crisis Investing" by Douglas Casey.

S.F. Examiner

S.F. Examiner

Although it's always something to be hoped for, dreamed about, and drummed up if possible, pre-publication excitement about a book doesn't happen often. When it does, it's usually for the likes of "Thy Neighbor's Wife." So it is unusual that a local publisher, And/Or press, and a local author, Ernest Callenbach, have managed to stir up considerable before-the-fact media attention — including mentions in the New York Times Book Review and Publishers Weekly — for "The Ecotopian Encyclopedia for the '80s," which won't appear until February.

Peter Beren of And/Or attributes the flurry about the "Encyclopedia" to a positive mention in Stewart Brand's "The Next Whole Earth Catalogue": "The Whole Earth Catalogue' resonates as the best thing California has done to date. Because he made a statement, the trade has taken notice."

Callenbach is the author of "Ecotopia," a utopian novel about an ecologically-oriented society. In keeping with the ecological theme, "The Ecotopian Encyclopedia" is something of an exercise in recycling. It's a reworking of an earlier book by Callenbach called "Living Poor with Style."

SF Examiner Dec 8 '80

Private Jets and Road Kills

SUE M. HALPERN

THE NEXT WHOLE EARTH CATALOG. *Edited by Stewart Brand. Random House. 608 pp. $12.50.*

Back in 1968, as the Age of Aquarius dawned on the Woodstock nation, Stewart Brand had a vision. While flying over the cornfields of Nebraska, he "slid into a reverie about my friends who were starting their own civilization hither and yon in the sticks and how I could help them." His contribution was *The Whole Earth Catalog*.

Conceived as a device to facilitate access to a brave new self-created world, the *Catalog* was a compendium of "tools," broadly defined.

> An item is listed in the *Catalog* if it is deemed:
> (*1*) Useful as a tool,
> (*2*) Relevant to independent education,
> (*3*) High quality or low cost,
> (*4*) Easily available by mail.

This allowed for the collection of information, both practical and practically transcendent, with which to launch Spaceship Earth.

As enterprising as his friends, Brand relied on his own resourcefulness to invent the *Catalog*. Homemade on an IBM composer by "three hippies in a garage," the original *Whole Earth Catalog* was sixty-four quarto pages and sold for $5, when it sold at all. The first edition of 1,000 was not widely popular. It was not until the next year, in its burst of Aquarian sunshine, that things began to get hot. With its odd assortment of goods, the 1969 *Whole Earth Catalog* became an essential purveyor of the new life style; it was bought by voyeur and voyager alike. Yet the 30,000 copies of the 1969 book were insubstantial compared to the 1,600,000 copies of the 1971 *Last Whole Earth Catalog* that were sold before the book finally went out of print in the late 1970s. In spite of all these sales and a National Book Award for *The Last Catalog*, by 1971 the dream was over and the dreambook of tools was fast becoming a quaint, dusty artifact.

Now, at a time when "alternative life style" might mean weekends in the Hamptons, comes *The Next Whole Earth Catalog*, a handsomely crafted book, almost 200 pages longer than its predecessor, with which it shares a scant 11 percent of its information. Gone are Chicanos and justice. Class highs, like cocaine and laughing gas, have made it to the drug page, which is still, curiously, in the "Learning" section. Neil Postman's *Teaching as a Conserving Activity* has supplanted his earlier book, *Teaching as a Subversive Activity*. Wood stoves, home computers and new-look condoms are featured. According to Brand, this is how it should be:

> *The Last Whole Earth Catalog* was aimed at one audience, the menstrual blood painters of the late '60s and early '70s. . . . This *Next Catalog* hopes it might be useful to three audiences. 1) Our contemporaries, who have aged into positions of responsibility (one governs California) with most of our generation's premises surprisingly intact. . . . 2) The new college age population. . . . 3) The vast citizenry that has had it with inflation.

It is not surprising, then, that *The Wall Street Journal*, absent from *The Last Catalog*, is recommended as indispensable in this revisionist volume. As earlier editions catalogued the aspirations of the Woodstock generation, *The Next Whole Earth Catalog* confirms their degeneration. This is not to suggest *The Next Catalog* is not worthwhile or engaging. It is, but on its own terms.

Despite its name and semblance of inclusiveness, the *Catalog*, in all its transformations, has never encompassed the whole earth. Selective by design, *The Whole Earth Catalog* has historically inventoried the interests of its readers and writers. Because those interests reflected a particular collective ethos, omissions from the *Catalog* often appeared purposeful—things one should not know, black holes of consciousness whose addition would be reductive. Since each catalog was built upon those before it, inadvertent lapses could always be repaired.

In the 1960s and early 1970s, the *Catalog*'s do-your-own-thing ethic was an anti-establishment commandment to transform alienation into a positive, creative force—opting out, not dropping out. By presenting alternatives to conventional society, the *Catalog* was less antagonistic to "the system" than merely nonobservant. Unlike *The Next Catalog*, *The Last Whole Earth Catalog* and those that went before it would not have been appropriate resources for learning how best to deal with Congress.

Distinct from its progenitors, *The Next Whole Earth Catalog* offers readers the option of buying into the system. This is indicated by what has been excised (credit unions and "Black Interest," for example), what has been attenuated (free schools, among others), what has been strengthened (small business) and what has been added. Most telling of the changes are a newly found respect for money—"Money ain't bad. Money is good"—where once there was an emphasis on doing without, as well as a section on "Politics."

The original *Whole Earth Catalog* *was* politics—a kind of noncompetitive individualism that located power in the ability to control one's own life and was indistinguishable from the book itself. Manipulative institutional leviathans were to be shunned, it read. This, in fact, is the message of the *Catalog*'s tangled prose statement of purpose:

> We *are* as gods and might as well get good at it. So far remotely done power and glory—via government, big business, formal education, church—has succeeded to the point where gross defects obscure actual gains. In response to this dilemma and to these gains a realm of intimate, personal power is developing—power of the individual to conduct his own education, find his own inspiration, shape his own environment, and share in his adventure with whoever is interested.

Although this statement is re-invoked in *The Next Catalog*, it stands as an antediluvian gratuity next to the "Politics" section, which makes politics a commodity, like hiking boots, to be bought, sold, or left on the shelf.

The elimination of politics from the core of *The Next Catalog* makes the book's do-your-own-thing alternatives appear appealing because they are financially expedient, instead of wholesome and, therefore, intrinsically good; the notion is no longer choosing to do your own thing as much as it is having no choice but to do it yourself. Indeed, it was this sense of economic gloom which prompted Random House vice president Jason Epstein to float the first edition of *The Next Whole Earth Catalog*, foreseeing it as something "people will need to save their lives." The abundance of survival gear in this catalog is ominous: the best gun for self-defense, a government publication called *Survival, Evasion and Escape*, foods to be stored for the impending famine, an array of underground houses certain to elude the neutron bomb, and more. It is clear, though, that Epstein's doomsday prescience is rather domestic and relates to living a relatively good life as money and resources dwindle, not to the essence of life itself. Brand, however, does not share Epstein's pessimism: "I'm editing *The Next Catalog* because I think people will have the affluence and time to use the book to refine their lives," he writes in the introduction. Consequently, the book has a schizoid character, cleaved as it is by opulence and thrift, with $10,000 home-computer systems and private aircraft sold alongside entries on how to mend clothes, insulate windows and eat road kills.

In 1971, when China was still allotted a great deal of space, *The Whole Earth Catalog* was a "big character wall" for an entire generation. Fellow travelers, passing by, would leave their mark, sending news from somewhere: the geology student writing about "rocks for building purposes" in response to a letter in an earlier edition; John Holt writing to recommend stereo components, and a sardonic soldier writing to suggest that "someone should probably review Vietnam, it is useful as a tool since it is a medium where you can get stereo and camera equipment, jewelry, clothes, women and VD rather cheaply." The whole earth resounded with the news that people were actually out there, "doing it."

But just as the China section has been pared in *The Next Catalog*, the 1980 edition is no longer what one 1971 contributor called "a big warm letter from the counterculture." Gone are messages signed love and peace. A grim Hobbesian matrix of scarcity and acquisitiveness has replaced ebullience and hopefulness. Pages are filled with reviews of books—merely secondhand tools, instead of hardware, lending little to a sense of actually "doing it," and even less to a belief in "out there." *The Whole Earth Catalog*, once considered the hip bible, has become a slick testament to the acculturation of the counterculture. □

Sue M. Halpern is a freelance writer who works for the Vera Institute of Justice.

The Nation Dec 27 '80

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December 27, 1980

THE NEXT WHOLE EARTH CATALOG
Access to Tools
Edited by STEWART BRAND

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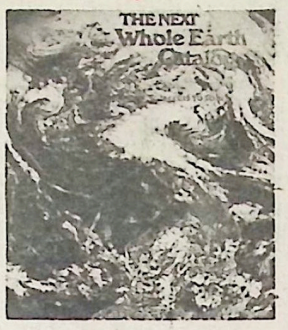

Sausalito, Calif.; Point
1980; $12.50; 608 pages
Reviewed by BRUCE COLMAN

Rhetoric

Stewart Brand
Whole Earth Headquarters
California

Dear SB—

I had such a swell time reading about how you and the boys and girls compiled the latest version of the *Whole Earth Catalog* down there on the Sausalito waterfront (let's see, this is the "Next" WEC, isn't it? and it follows on the WE *Epilog*, which followed the *last* WEC, right?) that I thought I'd write you a quick note about my experiences trying to review the thing for *Not Man Apart*.

See, in quest of a reputation as a wit, I've become known for the quick and harsh remark. Sometimes the remarks are funny. I also fancy myself profound in Large Issues. I guess that's why Tom and Ellie and Harry asked me to throw a few commas and adjectives at the *Next* WEC. (This is the "Next" one we're dealing with, isn't it?)

Sure, I said, how's this? "*The Next Whole Earth Catalog* is kind of like Symphonic Jazz. Some good ideas become so big they just don't swing any more."

Ok, they said, but don't forget that Stewart and the crew said some nice things about FOE and IPSEP and FOE's books and NMA, and that you have friends over there. Quite right—and we appreciate all the good words, SB.

Then another friend sidled up. "Hear you're writing up the *Next Whole Earth Catalog*," he said. Yup. "Well, don't rave about it." Why not? You spent a whole evening reading it aloud to me. "Well, they were gratuitously snotty toward the Sierra Club. It wasn't called for; they just didn't like some local Sierra Club political thing," my friend said. (He works for FOE, by the way, and holds no brief for the Club.)

I told my Significant Other about this review, and she supplied a good line: "It's Sears Roebuck for the hip." ("Significant Other" is a term I learned from one of your invites to a New Games party.)

Then I started in to actually type out some remarks. "Like symphonic jazz. . . ." Hmm. How about "Like the Grateful Dead. If you're into it, you don't have to explain, if you're not, you can't possibly explain." But that led to several hundred rambling words about how you were with the Merry Pranksters back in the good old days of the Haight, and so were the Dead and you keep turning out new versions of one great idea, and so do they. . .and it was all too tedious.

But there the bloody thing sits on my desk. I've read your Preface, just like you predicted reviewers would. And I've looked up a bunch of books and stuff that I like and I found some listed and not others. And I've pulled down my old *Last WEC*, virtually unopened since I relieved my Significant Other of it in 1975, and I've compared them. (They look alike, pretty much, and a lot of the descriptions have stayed the same.) And I've looked at the photos of my friends.

But I haven't read the thing. So why am I reviewing it?

Because you've hit on something truly powerful. One must recognize these things. Your idea has real power to it: Get all the good stuff—or all the information about all the good stuff—in one place. Folks love that; they're attracted to it. Look at how many LWECs you printed, or the persistence of *The Book of Lists, People's Almanac*, etc., on best-seller lists. Look, for that matter, at the encyclopedias that almost every house has and few people use (my mother has *two*, and I stopped using them when I was 15). Marketing managers and door-to-door salesmen can only jam out so many goods; eventually it's folks' appetites that consume so many guides, compilations, catalogues, etc.

The NWEC may or may not actually get *used* to build solar stills or buy the best rowboat or learn about whole systems. But people will *have* it in order to identify with all these things, with the growth of appropriate technologies, the multiplication of alternative lifestyles, and the great dance of ideas.

I guess, SB, that I just wanted to get across what it all looks like to me from here.

After all, you yourself claim not to be too sure what it all means. Right there in your Preface (which you prophesied all us reviewers would review, rather than reviewing the book itself), you told the Parable of the two Reporters. They hung out in the Sausalito digs while all the staff were dashing about, evaluating, insighting, being tart, writing, pasting up, playing volleyball, and having their pictures taken in the kitchen. One asked, "What's it all mean?" and one asked, "What are you doing *now*?" Reporter B got "better information."

So, rather than give out information on the meaning or accuracy or inaccuracy of the *Catalog*, I thought I'd talk about how I felt right now. Anything, afterall, just so it's intense.

So keep on keeping on, don't forget to smash the state, and (as you tell us) you can't get it together, it *is* together.

Yr pal,
—BC

Facts

For the readers who are still with us, here are some facts about *The Next Whole Earth Catalog*.

It's 608 pages long. Each page is almost 11×14½ inches. It weighs five and a half pounds (without shipping carton). The first printing was 140,000 copies. There are about a zillion entries, and I was tempted to work out how many total words it included, how much the whole print-run must have weighed, how many trees went into it, etc., but that all seemed too much.

The Next Whole Earth Catalog is published by the Point Foundation, which was created out of the proceeds from sales of *The Whole Earth Catalog* series in the late 1960s and *The Last Whole Earth Catalog* in the early 1970s. It was assembled by roughly the same crew that did those earlier books, along with *Whole Earth Epilog* (1974) and *Soft Tech* and *Space Colonies* (middle 1970s), and now edits and produces *CoEvolution Quarterly*.

The whole project is about "Access to Tools"—it's a massive set of reviews of books, machinery, organizations, whatever, that meet four criteria: usefulness, relevance to independent education, value at the price, and availability by mail.

Each little review includes a quote from the book (or from the manufacturer/entrepreneur's catalog or descriptive material), a graphic and a few tart words by SB or one of the staff recommending or denouncing the item. When the reviewer likes the item, the remarks come off as off-hand, casual, and fun; when the reviewer doesn't like it, they come off as flip and petty.

Then there are longer essays on this and that. Stephanie Mills on birth control. Alan Kalker on inventing. Tom Parker on politics. And Rusty Schweikart, the ex-astronaut, on, uh, eliminating bodily wastes where there is no gravity. There's tons and tons more, on education, land use, craft, community, travel, you-name-it. The *Catalog's* greatest virtue is its catholicity. In one way, it's the world's biggest collection of sidebars.

But are its recommendations reliable? There's almost no way to tell, except to check out tools or books or whatever that you already know about and compare your views with those of Brand's staff. Basically, what the reader is buying here is Brand's personal taste—and personal tastes are quirky at best.

The whole premise of the *Catalog* and Point's and Brand's projects has been, to quote the *I Ching:* What was ruined by man's work can be repaired by man's work. People can build their own solutions to many problems; big government, big industry, outside forces aren't going to improve your life or your surroundings as well as you can. But the nature of the work Brand is interested in seems to have changed.

As yet another friend put it: "It used to be that CQ and the *Catalog* were about getting caluses and getting your hands dirty. Now it's about having a video display screen and a microcomputer."

A quote from another friend occurs to me: "It's computers, that's what feels like it's wrong with NWEC. Brand is into Space and the Future and computer Zen. The NWEC has gone right past what used to be good about all this stuff, it's lost the warmth.

"My best line," my friend went on (he's garrulous), "is that there's something significant in the fact that *The Next Whole Earth Catalog* came out the same year it became a fad for people to get thrown off a mechanical bucking bull."

But, then, my friend is nearly as gnomic as Brand is.

not man apart
Dec '80

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A BRAND NEW WHOLE EARTH

From ASTRONOMY to ZOMEWORKS

5½ Pounds Of Information

S.F. Chronicle Book Review (cont.)

BY LEAH GARCHIK

A scrambled assortment of banged-up jalopies is crammed around the ramshackle brown building at 27 Gate 5 Road in Sausalito. Inside, the reception area is in the kitchen, where bowls and pans sit helter-skelter atop a drainboard piled with dishes, and a spreading wedge of cheese on the table attracts a single fly. Among the announcements, posters and reminders pinned to the walls are letters of congratulation ("Wow," "Love from Brooklyn"), dreamy pictures of fog rolling through the Golden Gate, a notice about a jitterbug class, and a large portrait of Albert Einstein.

The setting is unlikely for efficiency experts. It seems too warm for people who believe in home computers, in the possibilities of space exploration, in new technology and in the possibility that war may be inevitable. Within the book-lined working spaces, while one person leans against a wall nibbling on a piece of cake, and another cradles a baby in her arms, the thinking is hi-tech.

This is the Point Foundation, home of the CoEvolution Quarterly, and of the new *"Next Whole Earth Catalog."* These low-key folks have just worked for six months to produce a 5½-pound, 11x14 inch, $12.50 telephone-book-like compendium of information on everything from Astronomy to Zomeworks (solar energy devices). This isn't groovy, mellow, earthy or artsy; this is "access to tools," hard, practical facts.

"We are as Gods," says Stewart Brand, editor, in the statement of purpose that precedes the book, "and might as well get good at it." The Point Foundation is so named, because "we're here to point," to tools, independent education sources and resources, available by mail at high quality or low cost, materials that will make it easier to "get good."

Tucked away in his cubby-office in a cluttered corner, Brand does exude a kind of bony majesty. He's a tall sandy-haired man, with a face from a Grant Wood painting, open but serious. If he once had rough edges, they were sanded smooth years ago. His long narrow fingers remain still as he speaks; when he rests his feet on his desk, he *places*, rather than *plops* them there. He's tranquil, not fidgety, confident, not boastful. Despite accolades — "Stewart Brand can't help being successful," Herb Caen once wrote — he doesn't allow himself the luxury of joyousness.

"I think we know damn well what's best," says Brand. "The material in the catalog is based on 12 years of doing it." The first Whole Earth Catalog was published in 1968, and sold 1.6 million copies. That was followed by subsequent catalogs, by the founding of the CoEvolution Quarterly (an on-going periodical), and in 1975, by the publication of the Whole Earth Epilog. In the five years since then, the Point staff has concentrated on the Quarterly, picking up new bits of information and expertise along the way.

Last January, Brand ("not particularly a collective decision," he admits) decided to do it again. "It was embarrassing," he explains, "to have the last catalog continuing to sell. Prices and access had changed. We were aware of new good stuff." It was time, he says, "to say, 'Here is everything we know about what's available and great.'

"It was a cure for a certain kind of constipation," Brand says. "It really frees us from our past." For Brand, the process of imparting the information clears the cupboards for new supplies. "About a third of the stuff in the catalog came from the CoEvolution Quarterly, and a third from the old catalogs. A third is new information.

"We settled on 608 pages fairly early, based on past work." That meant a large production staff for the catalog, a total of about 24 people, some of whom worked half-time, some of whom worked overtime, for an intensive six-month period.

Brand is the boss, he says, except when there's a guest editor. Everyone now gets paid $8.25 an hour, except for two people who get $8.75, and Brand, himself, who just took a raise from $15,000 to $20,000. He does the hiring, and "I also do the firing . . . it's not an idealistic office. There are no benefits. No scheduled vacations." He allows, he says, only one fringe benefit: "We have two volleyball games a day."

Despite that frivolity, the staff managed, working 60 to 70-hour-weeks, to meet the target date they had set, "to do the project in time for the Christmas market this year." The catalog came out exactly on schedule.

"We follow through on our own proof-reading, revising and re-editing. Everything in here," Brand picks up the catalog and opens it on his lap, "has been handled 15 times in this building."

"But somehow," he gives a serene grin, "all of us are just shocked by the whole being more than the sum of its parts." He lowers his gaze to the open pages, and turns them carefully, skimming them with his eyes, pressing them flat with his fingers. He says that he realizes there's a possibility that some people will say, "I don't read the Encyclopedia Britannica cover to cover." He turns a few more pages, goes back to the beginning and starts again. "I can imagine people turning off . . " He's still looking at the text.

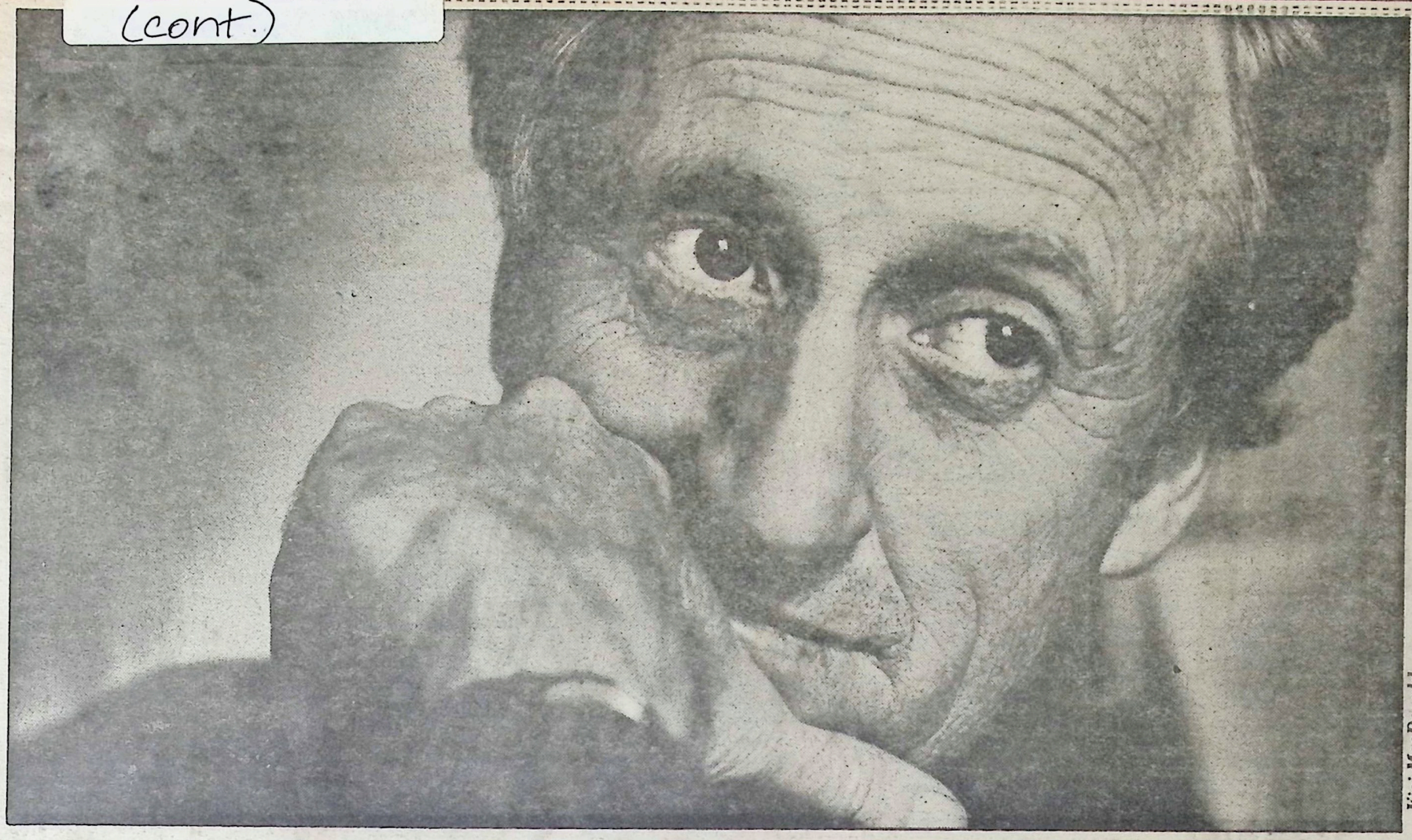
"In the last catalog," he says, his voice picking up, "we had two solar items. Now we have 63 solar items. That's after a winnowing of hundreds of solar items . . . We have 11 pages about computers." The pages flip faster as Brand turns to specific sections.

"Trees," he says, expansively, "the planting of trees. The philosophical, biological stuff around it." Brand himself wrote the introduction to the tree section, which exhorts, "Plant a tree — is there any more certain an indubious good?"

Still, he maintains that the text has no philosophical bias. "There are practically no editorials as such . . . There's a page on blasting. There's a section on guns. There's some stuff on hunting. Reference is what interests me." The aim of the catalog, he says, is to fill a need.

To Brand, the times have brought about a new interest in the Whole Earth catalog, because household economy pays; "it's too expensive to do otherwise." The technology in the catalog is useful to the people who have learned, Brand says, "that there is nothing on the stock market that gives as good a yield as storm windows." He reels off the statistics: "Two-thirds of American households have vegetable gardens." Most people are beginning to realize that "you can fix your car better than mechanics, and you

S.F. Chronicle
Book Review
(cont.)



Vici MacDonald

can fix your house better. Home teaching has increased enormously."

Many catalog-users are "scientists, artists, politicians, media people," he guesses, hesitantly. But a black taxi driver down in Louisiana last year told him that he had bought 12 copies, to give away as Christmas presents.

The biggest satisfaction, says Brand dryly, is "when you hear from someone that they're in a line of work they love because of something they saw in the catalog." He leafs through the catalog again, this time to instrument-making, to relate the Horatio Alger story of its author, a Whole Earth success. Doug Roomian, he says, was on the dodge from the draft in 1971, when he read about how to build a guitar, in the Last Whole Earth Catalog. "He trained himself," according to the notes in the new catalog, "co-managed a music store in San Francisco, and now he makes, plays, and repairs fine guitars and dulcimers full time."

Of other satisfactions, Brand says his agent, John Brockman, "told me on the phone that he was jealous of my having a thing that goes 'thump' on the desk." But Brand's own highs are less dependent upon thumps than whooshes.

His visions, like those of Governor Jerry Brown, for whom he once worked, are of travel through the "dazzling vacuum." Space projects, he says, in a tone of voice other people reserve for puppies, are "open, available to anybody. They're endearing, they're useful."

He's disappointed that "since Johnson, no president has had any gumption on the subject . . . The shuttle is behind . . . other nations make us look silly. We set a standard, and then gave it up."

"The Next Whole Earth Catalog" was on the market in October, as planned; Brand plainly doesn't approve of looking silly. His impatience with the slow progress of the space program echoes the governor's, and his words sound similarly sincere but speechy.

"From what I've seen," Brand says, discussing the question of whether to apply resources to travel in space or problems here on earth, "the trade-off isn't real . . . What I would like to see," his tone intensifies a bit now, "would be a trade-off of space versus defense . . ."

"Instead of arms versus butter," he says, "why not substitute rockets for guns? We could cut our defense budget by a third, and put the money into space. Instead of competing or cooperating with the Russians on defense, we could compete or cooperate on space."

Brand's not especially committed to beating swords into plowshares; he's even willing to accept the possibility of nuclear war in space. "The solar wind alone would blow away any nastiness . . . We could conduct wars in space out there," he says, levelly matter-of-fact.

Brand is at his most animated discussing his admiration for technology. He sees the catalog as a classifier, a judge of the distinctions between its good and bad by-products. He picks up a compact Minox camera, lying on a dusty shelf behind him. He was once a professional photographer.

"We're making better and better tools," he says, turning the neat black gadget in his hands. "But there's a terrible gap between the best and the worst." He puts the camera down.

"The most beautiful tool," he says, "often lasts longest. You just pick it up in your hand and you know it's good. The practical and the aesthetic merge. And the aesthetic decision winds up being practical in the long run."

Brand leans back in his chair and explains what the "Next Whole Earth Catalog," and the next and the next, are all about: "enhancing practicality." ■

Stewart Brand: 'I think we know damn well what's best. The material in the catalog is based on 12 years of doing it'

Independent Journal Nov 17, '80

Another round for the 'Whole Earth Catalog'

3396

By Mark Whittington
Of the I-J staff

A 5½-pound book with a colorful cover sits on the kitchen table, inviting you to sit down and feast on its innards.

Half an hour later, you've painlessly devoured an essay about "The Four Illusions of Money," a tip on a new seasickness remedy, a piece on drip irrigation and a primer on home-computer networks.

"The Next Whole Earth Catalog" just made you forget that Stewart Brand is late for your interview.

Brand leaned his balloon-tired bicycle against the nondescript building on the Sausalito waterfront. He walked into the kitchen, where the microfiche machine and the battery of ringing phones betray that this is a business.

The Marinship warehouse is the hub of an information network and the publishing company responsible for the 600-page catalog.

The first printing of 190,000 copies of the new catalog recently appeared in bookstores and a second is under way.

The first "Whole Earth Catalog" was published 12 years ago. It was a guidebook for alternate living, a self-described book on the "access to tools."

The homespun catalog sold well — 1.6 million copies — and spawned supplements, "The Last Whole Earth Catalog" and "Whole Earth Epilog," and a magazine, CoEvolution Quarterly.

After the last of three earlier catalogs, Brand swore he'd never try the mammoth task again.

"The weariness of not doing it became more than the weariness of doing it," he said. "The last catalog was still selling and embarrassing us."

Brand squeezed into his office, a cubicle cordoned off by the utilitarian bookcases that divide the production shop. A colored map of the ocean floor covers one wall. He rested his feet on his sawhorse-and-plywood desk. The bookcases are divided into categories like the catalog — land use, nomadics communications, etc. A stack of mail is piled in a box. Diagrams of sailboats double as lampshades.

"He's a skeptic, a gadfly and a good fellow," the prankster-turned-publisher said into the phone, trying to explain a colleague's credentials to a diploma-conscious college administrator. He could easily have been describing himself.

As long as there is demand, we have the wherewithal to do it yearly.'

archive

Brand hung up and laughed. He recalled his own flight from Eastern prep schools to the leading edge of the movement toward alternate lifestyles.

"The antidote for college was getting out in the world where mistakes count," he said.

Brand came west searching for a romantic vision of Cannery Row. Monterey no longer housed the bustling waterfront of "Sweet Thursday." But he found a lively scene on the Sausalito waterfront and began his counterculture journey in the vibrant maritime and artistic colony.

That led to his better-known exploits as a Merry Prankster with Ken Kesey and Neal Cassady. Finally, Brand and others searched for a way out of the system on The Farm in Tennesee. The harsh realities behind the myth of agrarian self-sufficiency prompted Brand to move into publishing.

"The catalog was the antidote to the antidote," he said.

The newest catalog follows closely in this tradition. It includes lots of information about where to get information. It is divided into broad sections — understanding whole systems, land use, soft technology, craft, community, politics, communications and learning. And it includes tidbits on everything from sharpening scythes to terminal self-care.

The earlier catalogs had the handmade look of an old Sears-Roebuck catalog. The floppy, quick-to-yellow catalog has been polished. The new catalog even has a full-color cover, which shows the Earth as seen from space on the front and an Earthrise from the Moon on the back.

It also includes insights into the people behind the catalog in "The Rising Sun Neighborhood Newsletter," which includes aphorisms in a changing drawing of the sun rising and setting in the right-hand corner of the page:

"What kind of people would have to be in what kind of trouble before you'd change your life to help them?" and "The day after big news, the bus sounds like someone trying to get to sleep in a newspaper sleeping bag."

Brand and his crew decided to tackle another catalog last January because the information in the other catalogs was out of date.

"Growing frustration is rapidly emerging as our major editorial thrust," Brand joked, adding that boredom and frustration are the two great motivators.

Brand put the word out to "the network," his term for the range of writers from Alan Ginsburg to Amory Lovins, who have contributed to past publications. "We found they were still on the case and had a whole lot of new ideas," he said.

They doubled their small staff to put together the equivalent of nine-and-a-half editions of the quarterly magazine in five months. Staffers began working 50 or 60 hours a week. The office became their home away from home.

The long hours drew the staff together, like a family. They eat lunch together each day and break in the afternoon for volleyball in the adjacent lot.

"Lots of us have become best friends," Brand said. "Because most of us are relatively young and relatively single, this even more substitutes for family."

Brand isn't backing away from the catalog this time.

The Point Foundation, the nonprofit organization run with the profits from the earlier catalogs and the quarterly magazine, financed this venture.

"We could take a financial drubbing," Brand acknowledged. But if the catalog sells as well as it has been in local bookstores, it could be updated often.

The second printing of "The Next Whole Earth Catalog" includes changes on 88 pages. "As long as there is demand," Brand said, "we have the wherewithal to do it yearly."

Recently, Brand has turned his focus from the plight of the whole Earth to the problems in his neighborhood.

After the demolition of Bob's Boatyard — where CoEvolution Quarterly started in a crab shack, Brand led a series of meetings on the future of the waterfront. He even signed on as a director of Art Zone, a group formed to protect the waterfront's maritime and artistic community.

"Here on the Sausalito waterfront, there is a feeling of community residence and support. It's not an office or industrial ghetto," Brand said.

He noted that he can walk outside and see houseboats with solar panels and wind generators.

"I owe part of how I behave to the Sausalito waterfront," Brand said.

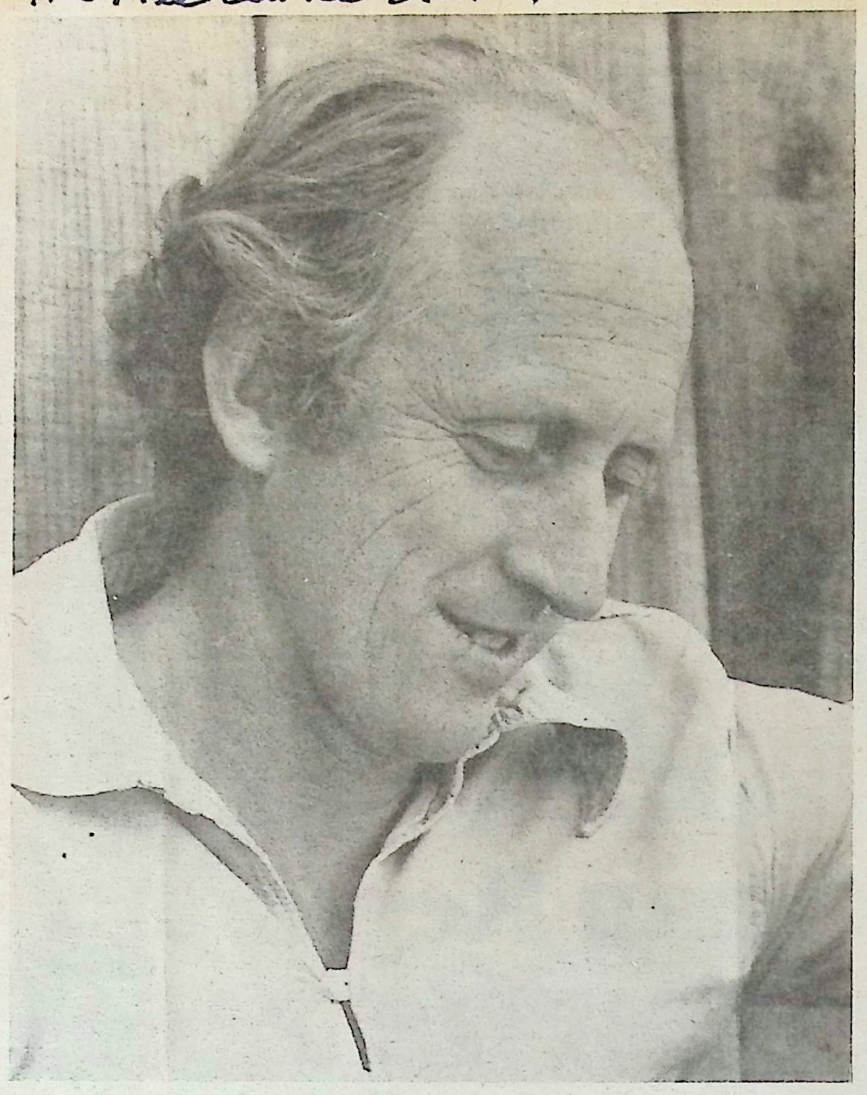
By Diana Fairba

Stewart Brand rowing on Richardson Bay — he's back with a new catalog

Independent Journal Nov 17, '80

The Free Lance Star Town & Country mag. (VA.) 1/3/81

'Whole Earth Catalog' has some changes in it



Stewart Brand has revised his catalog.

THE NEXT WHOLE EARTH CATALOG. Edited by Stewart Brand. Random House. 608 pages. $12.50 (paperback).

When esoteric hippies who didn't know a plow from a sow started going "back to the land" in the late 1960s, Stewart Brand capitalized on the counterculture's lack of knowledge by issuing "The Whole Earth Catalog," a book providing "an access to tools" that eventually sold 1.6 million copies.

A couple of updated versions have since been issued and their continuing popularity makes it obvious that the newest version—"The Next Whole Earth Catalog"—will do well at the marketplace.

Needs tend to change with the times, so there are some things in the latest catalog that weren't mentioned when the counterculture was moving out to the rural routes. Like space colonies.

"One can quite possibly turn a profit in supplying the surface of the earth with steel from the asteroid belt," we read at one point in this mammoth listing of books, magazines and other catalogs aimed at helping readers chart their own destiny or at least milk their own cow.

Of course, getting steel from asteroid belts is just a futuristic tease. There are many more down-home things an earthly body can do to make money and get by. And access to information about them can be found in the catalog.

One can raise bees, make a quilt, build a 20-horsepower steam engine, use "ecological cockroach management," till a garden mechanically, harness earthworms, read Barnacle Pap's Chain Saw Guide, fix a car, bind a book or subscribe to The Winged Bean Flyer.

Salvation can be sought with the help of the page devoted to Christianity, while about an equal amount of space is devoted to American Indian mysticism and three full pages deal with Buddhism. Treatment of solar power, medical self-care and computers indicate which way the cultural winds are blowing.

The new catalog, like the old ones, is poorly designed. It has the cluttered style of a catalog, but that is not an endearing characteristic. Nevertheless, it is entertaining and informative and can serve one well if used judiciously.

Don't try to read it in the outhouse, though, because it is too unwieldy to hold comfortably. But it's heavy enough that you can throw it into the back of your pickup truck and get increased traction on icy country roads.

Larry Evans

Newsday
Nov 23 '80

A 'Whole Earth Catalog' for the '80s

By Peggy Constantine
Chicago Sun-Times

Domes are out. So are free schools. But solar energy is in. And wood stoves. And computers.

Those are among 3,000 reasons to buy *The Next Whole Earth Catalog: Access to Tools* (Random House, $12.50 paperback), editor Stewart Brand says. His new 608-page wish book for the world contains that number of mini-articles on do-it-yourself-products and books that are, or perhaps will be, the rage of the '80s. New do-it-yourself kicks range from "amateur insemination" and stained glass to woodworking and fireplace-making.

Brand, 42, was an ardent champion of "alternative life-styles" of the '60s and early '70s. He wrote about achieving the good life by mail order in *The Last Whole Earth Catalog* of 1971. It sold 1.6 million copies and won a controversial National Book Award. In 1973, Brand brought out an updated version, *The Whole Earth Epilog*. Then he turned to publishing CoEcology Quarterly, a magazine with a format similar to the catalogs.

The Next Whole Earth Catalog, Brand says, grew out of the magazine. "We simply were embarrassed," he adds. Many of the items in *The Last Whole Earth Catalog* either are no longer on the market or have become *declasse*.

In 1971, Brand said, the catalog contained only two articles on solar energy products. In the 1980 catalog, there are 63. *Last* offered only two notes on computers; *Next* devotes 12 pages to home computers. In 1971 there were a scant half-dozen manufacturers of wood stoves; now there are 400.

The catalog reports on some odd new fads that are just emerging, including that "amateur insemination," in which women (often lesbians or heterosexual single women) impregnate themselves via artificial insemination. "That's a big new life-style around the San Francisco Bay area," Brand says.

Brand is aiming at three audiences: his contemporaries who "have aged into positions of responsibility" (California Gov. Jerry Brown, for one); college students, and citizens who want to perform household repairs cheaper and better than repairmen.

It's all good fun, but I do have reservations. First, the bulky catalog—14 inches by 11 inches, with a glossy cover that makes it slip off your lap—is hard to read in a chair. You must read it either on a table or a floor. The print is small, and (except for the lovely front and back covers in color) the art is black-and-white; after a while it begins to blur. But the large page numbers are a real plus.

And some of its subject matter can be dangerous, particularly amateur insemination and self-help medicine.

But it all does reflect what's going on in the world today.

* * *

A somewhat different sort of continuing catalog is the *Foxfire* series of books, created by Eliot Wigginton for his high-school students in Rabun Gap, Ga. They preserve and explain the methods mountain folk had, and still have, of making useful things for their lives and work. (The reporting and writing on these methods has kept many students in school, too.)

Foxfire 6 (Doubleday, $7.95 paper; $14.95 hardcover) concentrates on the making of shoes, toys, gourd banjos, song bows, wooden locks and a water-powered sawmill. Wigginton has a particularly strong introduction in *Foxfire 6*, telling how he motivates students to learn by giving them a pleasant environment and a voice in school activities.

Up the way a bit farther, in Kennebunkport, Maine, Pamela Wood and her students capture the lore of shipbuilders, ships and sailing, and legends of the sea. Their efforts are preserved in *Salt 2* (Doubleday, $7.95 paperback; $14.95 hardcover). It's for anyone who loves the sea and ships, especially armchair jack tars.

Chattanooga Times Jan '81

Bargain Catalog That's Fun, Too

THE NEXT WHOLE EARTH CATALOG. Edited by Stewart Brand. 608 pp. Random House. $12.50.

This immense catalog is the best place I know to learn how to find a map of the Amazon, or a book on the economics of running a restaurant, or the best-designed tool for metal-cutting, or the science magazine most accessible to the layman. On handsome, well laid-out pages about the size of a large placemat, the book provides clear, compact, well-informed advice on nearly every non-ornamental purchase one could make. Outdoor products such as fishing gear, farming and gardening tools, and camping equipment are covered in detail; so are cars, bicycles, boats and balloons; also such skills as instrument-making, designing a fireplace, learning pottery, calligraphy, photography and on and on. Furthermore, the book includes excellent advice on reading in a vast variety of fields — the best books on evolution, on philosophy, on learning to swim are recommended and, even better, a few characteristic paragraphs are reprinted to give each book's flavor.

The Whole Earth Catalog has been around since the 60's, evolving from a sort of hippie handbook to today's attractive, carefully edited incarnation. Over the years the counter-cultural politics have been almost entirely eliminated — this edition omits China and black culture, for instance. But this catalog should be evaluated on its own, rather than judged as worthy or unworthy of its ancestry. With books as well as people, the sins (or virtues) of the father should not be visited on the child.

The catalog is now mainly a shopping guide, not a political manifesto. But its recommendations are sound — it is not a Neiman-Marcus guide for the Jerry Rubin set, peddling designer brand snowshoes to weathy ex-hippies. Indeed, in the dozen or so categories covered in the catalog that I know well enough to have a favorite, I think the editors made the best choice in all but one case, and in every case their choices were knowledgeable and showed a focus on usefulness, not glamor. And this edition of the catalog does retain much of the charm of earlier ones; some of it is funny, it is well-written, and it has lots of zany and almost inaccessible information. Where else would one learn that the country's best tent-maker puts out a catalog which features nude pictures of himself and his family in front of their creations, for example?

If you ever browse through catalogs, or are an outdoor hobbyist or a do-it-yourselfer, or have a taste for the offbeat this catalog will be a treat and a bargain.

—EDWARD SPEEDWELL

The Chattanooga Times 1-13-81

THE CHRISTIAN SCIENCE MONITOR Feb 11 '81 + Jan 15 81

Whole Earth Catalog →

Twenty editions and 1.6 million copies after 'The Last Whole Earth Catalog,' Stewart Brand is at it again.

Page B12

The Christian Science Monitor

Editorial Department

archive

12 February 1981

(the Cone in archives is Jan. 15, the Feb 11 article was ~same) →

Dear Stewart:

The piece I did on the catalog finally ran in California yesterday and I'm sending on a copy. Apparently it ran in the Midwest edition a couple weeks ago and just made it out here because advertising boosted the Western edition magazine by another four pages. Sometimes I wonder if our copy isn't used as styrofoam to package the ads and keep them from rattling around on the page. Hope all is going with you and the catalog and staff. I very much enjoyed my few hours in Sausalito and sometime in the next few weeks/months would like to stop by again and kick around some more ideas about West coast people and institutions on the cutting edge.

Cheers,

Stewart

Christian Science Monitor
Feb 12 '81

Stewart Brand and his five pounds of ideas for the '80s

Brand's "The Next Whole Earth Catalog" contains 608 quarto pages — with 2,700 items ranging from astronauts to zomeworks.

By Stewart McBride
Staff correspondent of The Christian Science Monitor
Sausalito, Calif.

Eight years ago, when Stewart Brand's "The Last Whole Earth Catalog" won the National Book Award for Contemporary Affairs, it caused one of the biggest flaps in recent publishing history. The catalog, a manifesto of the counterculture and paean to self-sufficiency, was a funky compendium of homespun technology and how-to's on everything from arc welding to pig-tooth nippers, from Amish work clothes to the literary essays of Ezra Pound.

Cheap criticism pooh-poohed the volume as the "hippie's Sears catalog," and when the National Book Award was announced, NBA juror Gary Wills resigned in protest because he didn't think the catalog qualified as a "book." The award citation called it a Space Age Walden, and one of the judges stuck his neck out far enough to remark: "In 100 years, 'The Last Whole Earth Catalog' probably will be the only book of 1971 to be remembered."

Overnight, Brand's $5 newsprint catalog became an international best seller (1.6 million copies were sold), and it pioneered a new species of book which the publishing industry dubbed the "trade paperback." The pin-striped Wall Street Journal trumpeted the arrival of the "catalog of catalogs," and the producers of "Bye Bye Birdie" and "1776" battled over who would get to turn the catalog, with a few kick lines and catchy tunes, into a Broadway musical. (Both deals fell through.)

In November, Brand, editor, visionary, entrepreneur, and alumnus of Ken Kesey's Merry Pranksters, committed a much-awaited sequel called "The Next Whole Earth Catalog." It weighs in at 5 pounds 2 ounces, bears the inflation-struck price of $12.50, and contains 608 quarto pages stuffed with 2,700 items ranging from astronauts to zomeworks (a solar-power research group).

In 1971 Brand had left himself a hard act to follow, but the new catalog is better researched, better designed, and more profound than the "Last." It zestfully addresses the needs of the 1980s and aims at an audience that includes not only college students and veterans of the '60s, but also the vast American citizenry, shellshocked by inflation and in search of tax-free, do-it-yourself solutions. "Today's 'Whole Earth' people are less concerned about countering culture than surviving," says Brand, who, with a score of young men and women, spent five months of 70-hour weeks compiling the catalog.

His staff, which Brand describes as a bunch of "generalists hopelessly in love with details," works out of a converted luncheonette on the edge of Sausalito's houseboat ghetto, just north of the Golden Gate Bridge.

The day I arrived at the offices on Gate Five Road, a black mutt was sniffing at a piece of moldy bread in the bushes and his owner, in green rubber boots, was in hot pursuit: "C'mon, Food Stamp! Get out of there!" Aging cars in the parking lot bore bumper stickers which urged: "Stop the Metric System" and "US Out of North America." The surrounding buildings were scrawled with graffiti: "Bad Investment Zone" and "Cultural Genocide," scars of the ongoing battle between condominium developers and waterfront residents.

Inside the office, at the end of a maze of shelved reference books, I found Stewart Brand sinking into an old couch covered with an Indian blanket. Looking as if he had just come ashore from his sloop, Bakea, he wore blue jeans, a bulky sweater, and scruffy leather track shoes. A navy Greek fisherman's cap covered Brand's thinning blond hair. Behind his weathered patrician features lurked a man, part-monk, part-clown, who got his education from Phillips Exeter Academy, Stanford University, and the Beats in San Francisco's North Beach. The penchant for catalogs he inherited from his father.

"My father was a mail order maniac. We had hundreds of catalogs coming to the house. Norm Thompson, L. L. Bean. He was always searching for better quality and prices, and instead of slogging it out on the street, he shopped with his feet up," says Brand, stretching out his six-foot frame and kicking his feet up on a black wood stove. "Vermont Castings Stoves, Stephenson Warmlite sleeping bags," he says dreamily. "They're the best in the world and available by mail order."

After short stints teaching Army basic training at Fort Dix and working as a photojournalist for the Pentagon, Brand started the Whole Earth Truck Store in Menlo Park, Calif., to serve droves of back-to-the-garden hippies who had moved to communes in Colorado and Arizona but hadn't the faintest idea how to farm.

In 1968, with $5,000 of family money, Brand published the first issue of "The Whole Earth Catalog," which reviewed mail-order tools and implements available through his "truck store." He sold 1,000 of that first issue of 61 jumbled tabloid-size pages. The second issue in 1969 sold 30,000; the third issue, 60,000.

"The Last Whole Earth Catalog," published in 1971, was intended to be Brand's swan song but went through some 20 editions and supplements. It netted $1.5 million in profits, which Brand plowed back into his Point Foundation and the CoEvolution Quarterly, an iconoclastic magazine (and sort of ongoing Whole Earth Catalog) which he started in 1973 and still edits today.

The quarterly, an intellectual, interdisciplinary descendant of the Catalog, is devoid of advertising and every three months offers a dozen or so "think pieces" on a particular subject, say, broadcasting, physics, or small-scale agriculture, along with reviews of related books and tools.

In the quarterly as well as in the various metamorphoses of his catalogs, Brand displays an uncanny ability to peek around corners which most of us didn't even know were there. From his listening post in California (one of the five "bellwether states"; the others, says Brand, are Washington, Colorado, Connecticut, and Florida), he has developed a knack for reading "swift but shallow" currents of change years before they are perceived by the culture at large. "The Next Whole Earth Catalog," for example, clues the American audience into the practice of "coppicing," employed for centuries throughout Europe but largely unknown in this country. (To coppice is to encourage certain deciduous trees to resprout from stumps, thus providing enough firewood year after year for a family of four from a woodlot 64 by 64 feet.) Part of the Brandian vision lies in his zoom-lens

thought process. Writes Brand: "The moral of the coevolutionary perspective is its imperative to always look one level larger and one level finer (at least) than where you are. . . ." One quickly learns he is the sort of person who not only can find the universe in a grain of sand but also treats a galaxy, one billion light-years away, as part of his neighborhood.

Social trends are among his fortes, and after a quick comparison of "The Last Whole Earth Catalog" and Brand's most recent one, you won't need Bob Dylan to tell you the times they have a-changed. In 1971 the "Last" carried two solar energy listings (The Solar Energy Society and Farrington Daniels's "Direct Use of the Sun's Energy"). The "Next," however, lists alongside Daniels's 1964 classic 62 other "solar goodies" such as desktop sun-angle calculators and a $23 solar music box which tinkles "You Are My Sunshine."

The "Last" had two pages on computers, the "Next" has 12 pages on computers, plus articles on urban homesteading, video, and wood heat. (In 1971 there were half a dozen wood stove manufacturers. Now there are over 400.)

Geodesic domes, the rage of the '60s, are panned in the new catalog for "notorious leaking"; underground architecture is recommended. The "free schools" of a decade ago have given way to "teaching at home." The "Last" listed Neil Postman's "Teaching as a Subversive Activity." The "Next" lists a 1979 book by the same author entitled "Teaching as a Conserving Activity."

The eight-page section on "China" and the four-page section on "Black Interest" in the catalog nine years ago are nowhere to be found in the current edition.

Says Brand: "Six years ago China was a model for radical America; now America is the model for technical and economic China. . . . For decades the tireless leader of the nation in civil rights and the arts, black culture seems to be getting a deserved rest these days."

The new catalog is subtitled "Access to Tools." Brand, who says a "tool consists of a use at one end and a grasp at the other," intends the catalog to provide the "handles," or "access information" to tools, which are "useful, high quality or low cost, and easily available by mail."

In his Diderot encyclopedic approach, Brand refrains from personal value judgments and even lists books on explosives and 12-gauge shotguns. "It was expressing my own trust that human nature is good," said Brand, "that you can trust people with details like how to use explosives."

Brand peers out from beneath the visor of his cap, which has slipped down on his forehead. He toys with the magnifying glass on his 11-blade "Explorer" Swiss Army Officer's knife, an item he reviews on Page 132 of the catalog as "the most useful tool any of us have ever owned."

Brand returns to the subject of selectivity: "The stuff in the catalog is not limited to needs of people who think the way we do. People use it who have values totally alien to ours. People who treat real estate in a way I see as destructive will find in the catalog a good book on surveying and buying land in the country. But in the process they might also pick up a book on how to plant trees, and the importance of watersheds. We shy away from pontification."

Brand's basic rule of thumb is "Give them a bag of nuggets and let them make their own connections."

Each item in the catalog is a bite-size, digestible morsel of

☆Please turn to Page B12

Stewart Brand

Continued from Page B11

information. He prefers a telegraphic style of communication and somehow can perceptively review in a dozen terse sentences the same book that occupies umpteen column inches in The New York Review of Books. Brand is known throughout the offset-printing world as "one of the best short blurbers in the business."

Page 510. "The Reader's Adviser, a Layman's Guide to Literature": "If you throw darts at a world map and go where they point, you'll have a much more interesting vacation than anything the travel bureau can offer. Likewise, if you throw one of these hefty volumes at a bed, examine the open pages and read in the direction indicated, your mind will meet minds a bookstore dare not carry. — SB."

Page 146. Woodline: The Japan Woodworker Catalog. $1. "Woodline has the best such tools available in America, many of them far finer than our skills can make use of yet. It's an interesting experience to be shamed by a tool. . . . — SB."

In the catalog, along with the succinct prose of Brand and other reviewers, are listed prices, mail order addresses, brief excerpts from the particular book, and diagrams. Both the "Last" and the "Next" have been taken to task for being primarily a catalog of "things and stuff, not people and organization." These critics say the catalog is "too bookish."

Brand responds: "I see books as skills. Most of the books we list are how-to and some why-to. Organizations have a way of being ephemeral and are hard to review, whereas a product is a specific thing you can order by mail."

Some of the specific "things" you can order through the new catalog include: a world map (7 by 9 ½ feet) for $17.65, from the Defense Mapping Agency Office of Distribution; WD-40 ("the universal lubricant. If something is stuck, or squeaking, or rusting, you point this spray can at it, go pshhht, and the problem disappears"); a $13 solar beanie ("the propeller on the beanie spins when you stand in sunlight"); hard-to-find work tools such as the Greenlee nail puller, Osmundson's Wizard Bar, the Blue Grass carpenter's hammer, and Fas Set sawhorses; records of ethnic music ranging from the Mountain Music of Peru to Japanese Shakuhachi, and hunting songs of the Eskimos of Hudson Bay; a "work horse tricycle" and tunable tom-toms for children; a subscription to the Farm Show newspaper, $9 a year for six issues ("a good place to follow the incredible amount of tinkering going on as American farmers look for alternatives to expensive or scarce gas and diesel fuel. . .").

Brand writes in the opening pages of the catalog: "We're here to point, not to sell. We have no financial or other obligation to any of the suppliers listed. (No one's ever even tried to buy us, come to think of it.) We only review stuff we think is great. Why waste your time with anything else?"

The CoEvolution Quarterly employs about a dozen people, and Brand had to double his staff for the production of the new catalog. Anne Herbert, production editor on the catalog, wrote the Rising Sun Newsletter, a staff gossip column, which runs in the lower right corner of every two-page spread in the catalog.

Art Kleiner was six months out of journalism school when Brand hired him as research editor for the catalog. I met Kleiner in his cubbyhole, which also happens to be the kitchen in which the staff communally prepares and eats lunch. Kleiner, a clever, whiskered fellow in purple tennis shoes, was devouring a jar of hot green peppers.

"It's a very kind organization," he said, "not at all competitive. Stewart gives us enough to do so we're glad, not threatened, when someone else shows up to help."

One of the few fringe benefits of working for Brand's Point Foundation publications are the two daily staff volleyball games held on a dirt court next to the Sausalito offices.

"Volleyball has been part of our operation since 1970 and obviates obvious office politics," says Brand, stuffing his Swiss Army knife back into his pocket. "It's cheaper than health insurance and the game builds character in unlikely places."

Brand has always been a games enthusiast. He helped organize the first "New Games Tournament" in 1973, which evolved into "The New Games Book," a compendium of safe, imaginative, roughhouse games, whose general rule is, "If you and your opponent ever stop enjoying playing, you've lost the game."

(Brand personally invented Earthball, the "Pied Piper of New Games," which is played with a six-foot rubber and canvas globe which can be thrown, kicked, pushed, or hugged.)

As I sat down to talk with Stephanie Mills, one of the indefatigable proofreaders on Brand's staff, the 4 p.m. volleyball game was getting under way. "OK, kids, no shirking! It's time for volleyball!" shouted Jonathan Evelegh, a British punk-rocker-turned-catalog-proofreader. The offices were evacuated instantaneously; Mills and I promised to join the second game.

Stephanie Mills has known Stewart Brand for nearly a decade. Their friendship dates back to "the days of the truck store."

"The new catalog has a slightly different audience in mind," says Mills. "We still have articles on how to build yurts and tipis, and to tan hides and garden organically. We're still writing for the original 'us,' but since then some of 'us' have bought three-piece suits and moved to Sacramento." (Jerry Brown, a close friend of Brand's and a contributor to CoEvolution Quarterly, moved to Sacramento to become governor of California in 1975.) "Now we're also running articles about real estate and inflation-proof ways of maintaining your wealth."

Through her office window, Mills has a view of the volleyball court. Brand has just moved into the front line and wears a broad smile on his face. Either he is winning or having a good time, or both. Stewart's secret is, "he never underestimates the reader's intelligence," says Mills. "Nobody does it better than SB. He provides information without condescending. He assumes our readers are bright, ignorant people trying to navigate on a vast ocean of information."

"They [the catalog and the CoEvolution Quarterly] are the most reader-participatory publications I know. People will pick up a catalog and read what we have to say about Buck knives. Eventually they may learn enough to disagree with our review. They write in a letter and we'll print it in the 'Next to the Last Penultimate Catalog,' if there is one."

Whether or not there will actually be another catalog after the "Next," Brand isn't saying. What he will say about the future is that he is optimistic. Unlike most of his liberal friends, Brand looks with decided relish on the next four years of Ronald Reagan.

"We small businessmen will get a change if Reagan lives up to his promise and stays off our backs," he says. "American institutions have grown fat and lazy. Bucky Fuller once told me his generation's best ideas came out of the depression. I expect the next several years will be a real period of invention out of desperation. We'll see a lot of new ideas bubbling up. All this calamity-crying, cynicism, and self-hatred in America is the muddling end of materialism. Consumerism and 'stuffism' have exhausted their welcome."

Brand's embracing of Milton Friedman's neoconservative economics and his enthusiasm for Gerard O'Neill's space colonies have recently gotten him into hot water with the organic, "small is beautiful," appropriate-technology constituency. But Brand seems too preoccupied with the search for tomorrow's frontiers to be looking over his shoulder or slowed down by his critics.

As Brand recently told one interviewer: "The image of 'me and mah woman and mah kids and mah dog and the chickens and ducks and cows and the woods' being self-sufficient [the image of the original catalog] is self-limiting and maybe a self-destructive fantasy. . . ."

To pigeonhole Brand as a "high tech" convert, however, would also miss the mark and certainly overlook his strong environmental stands, his deep respect for American Indian culture, and his devotion to the compassionate teachings of the late anthropologist-biologist Gregory Bateson, to whom Brand dedicated the new catalog.

"I learned a certain bravery from Kesey's Merry Pranksters, but I learned my caring and clarity from Bateson. Some would call it wisdom," Brand told me.

The editor once devoted an entire issue of the CoEvolution Quarterly to the subject of "Trees," and he smiled warmly when I recalled the story Bateson tells in the catalog about replacing the 20-foot oak beams in the dining hall of New College at Oxford University. Apparently some 5 to 10 years ago an inquisitive entomologist discovered that beetles had eaten their way through the college's 16th-century beams and the College Council was in a tizzy as to where it might find replacements.

Finally, the college forester stepped forward and said, "Well sirs, we was wonderin' when you'd be askin'."

He told them that the college founders had had the foresight to plant an oak grove when the dining room was originally built so that when the beetles ate their way through 400 years later the college would have the wood for a new set of beams.

"A nice story. That's the way to run a culture," wrote Bateson.

Bateson might also have said to his disciple, Brand, "That's the way to run a catalog," for, on one of the final pages of the catalog, the editor has printed a "Tree budget."

In it, Brand calculates that the first printing of 140,000 copies of his 5-pound catalog required 770,000 pounds of paper, the equivalent of 6,160 trees, or 14 acres of watershed.

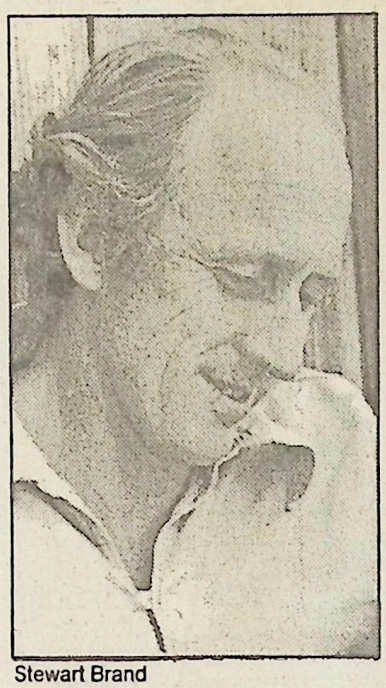
"Sounds like a lot of trees," says Brand. "Supposedly well over 140,000 people will read a sold-out first printing of the Next Catalog. If only 5 percent — 7,000 people — are inspired by our tree sermons to plant one tree each, there will be a net tree gain. Otherwise, loss.

"Long live tree flesh and responsible tree people." ■

Section E/Page 1
Los Angeles Herald Examiner
Sunday
February 15, 1981

STYLE

Los Angeles Herald Examiner Feb 15 '81



Stewart Brand

Born-again catalogs

By Ed Fishbein
Herald Examiner staff writer

America's romance with space travel has clearly cooled off in the last decade. But there's still a place people can go for reassuring visions of the wonderful things we might accomplish out there. All they have to do is open up The Next Whole Earth Catalog, the recently published sequel to The Last Whole Earth Catalog.

The new catalog has a whole section on the world beyond the earth's atmosphere. There are even articles on space colonization that make science-fiction fantasy seem like the most reasonable of possibilities.

That section is not exactly typical of the kind of material in the new catalog. Most of the book is more down-to-earth and practical. But it does give an idea of the remarkable amount of territory the catalog covers. Its 608 pages deal with subjects ranging from crafts to land use to political organizing.

Like its predecessor, the new catalog is primarily intended as a research tool. And it covers subjects in a similar way. Most of it is devoted to reviewing — and telling readers where they can order — books and manuals on pretty much anything the editors deem useful or educational.

There are, however, some important differences between the new catalog and the old one. Domes, editor Stewart Brand has decided, aren't as practical as people thought they were a decade ago. So they only have a single page in the new book. China and black-interest subjects have lost their novelty, and as a result, the space devoted to them has shrunk.

But where the old catalog had one page on solar energy, the new one has 13. And where the old catalog had two pages on computers, the new one has 13.

Brand ultimately decides which topics will be favored with coverage in the Catalog. It is a job he's

Catalog/E-10, Col. 1

Catalog

Continued from page E-1

been doing since 1968. And like so much else connected with the Whole Earth Catalog, he slipped into it somewhat by accident.

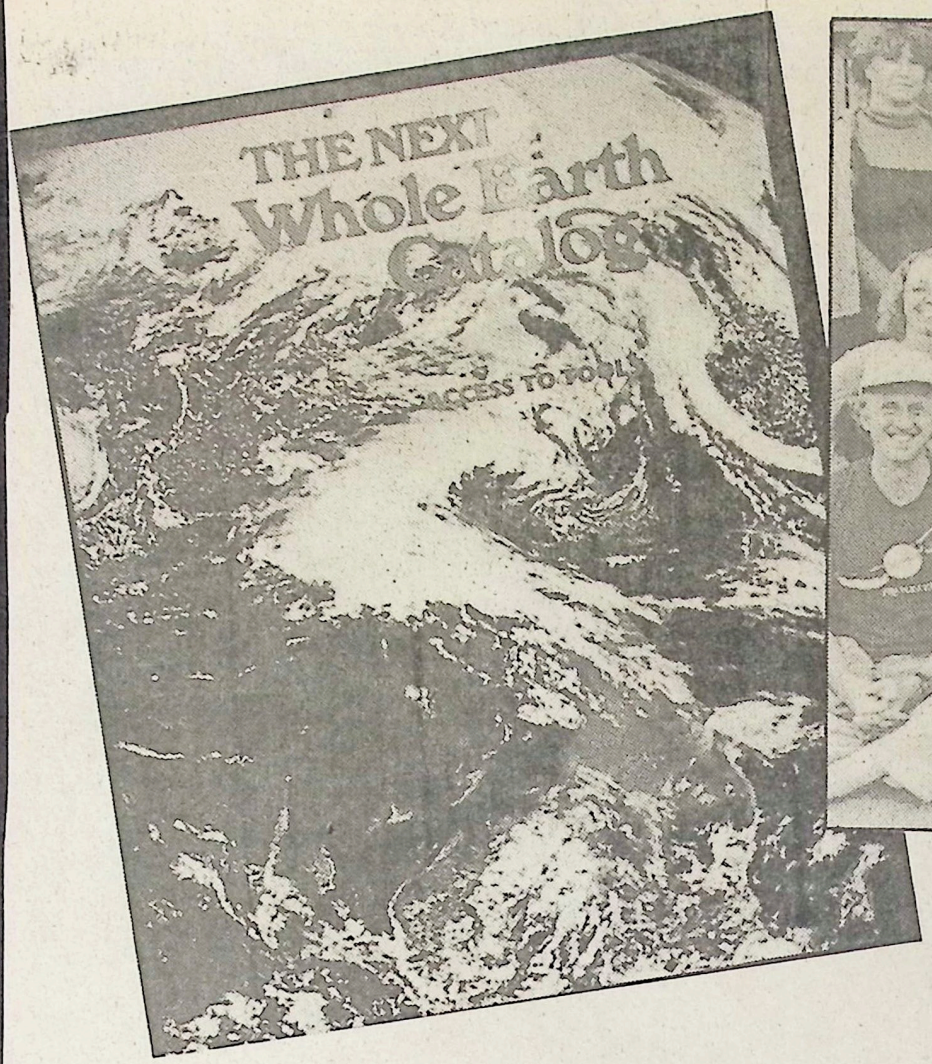
The catalog started after Brand, who has a degree in biology from Stanford, made a rather disconcerting discovery when he toured New Mexico's communes in the late 1960s. The residents, he found, didn't know how to go about finding the things they needed to make their communities work.

Brand's answer was a magazine called The Whole Earth Catalog. Financed with $5,000 he borrowed from his family, published every six months, it began with a circulation of 1,000. By 1971, though, that figure had grown to 64,000. And Brand decided to turn it into a book.

Brand hired an agent, who went to New York to try to sell publishers on the idea of distributing the book. The response was not enthusiastic. New York didn't know much about the magazine, Brand remembers. And "they couldn't believe that something they hadn't heard of was doing so well." Random House finally decided to take a chance. And in light of what has happened since, one presumes they were happy with their decision. The Last Whole Earth Catalog sold 1.6 million copies and won a controversial National Book Award (controversial because one of the judges didn't think the catalog was a book.) Also, Brand says, the catalog was responsible for starting a new category in publishing — the oversized "trade paperback."

As one might expect from its title, the Last Whole Earth Catalog was not supposed to have a successor. And Brand and his staff in Menlo Park spent most of the 1970s working on other projects. In 1974, they published a Whole Earth Epilog, an appendage to the catalog which sold only 250,000 of the 400,000 copies printed ("we ate a lot of books," Brand remembers.) That same year, they started CoEvolution Quarterly, a magazine version of the original catalog which ultimately provided about a third of the information in the new one. And in 1975, there was a final updated version of the original catalog.

What convinced Brand to set to



The staff of The Next Whole Earth Catalog relaxes after collating 608 pages on just about everything.

work on the new catalog will not disappoint anyone who believes that New Age publishers are different from their establishment peers. It was the appearance in his office of Art Kleiner, a young journalist who ultimately became the catalog's research editor. Brand wanted to hire him. But there were no jobs open on the magazine. So Kleiner served as the excuse to get to work on a new catalog.

What Brand, Kleiner and their staff ultimately created is truly impressive. Anybody who has tried it knows how hard it is to write something that's educational and entertaining at the same time. But The Next Whole Earth Catalog succeeds.

It is unquestionably the only single volume in the world that manages, among other things, to list and review the best books available on beekeeping, auto repair and the joys of lesbian sex.

There's so much in the catalog, in fact, that it tends to give the impression that it is the only reference book one would ever need, which is something that even Brand wouldn't claim. Asked, for example, whether he was dissatisfied with the catalog's coverage of any subjects, he replied: "We just blew it on pets. Cats aren't in there at all. And motorcycles aren't in there decently." Brand is also unhappy with the way the catalog covers methods people can deal with governmental bureaucracy. He contends his staff was unable to find manuals or groups offering the appropriate information.

When people fault the catalog, however, it usually isn't over what it's somehow managed to miss. The criticism usually revolves around what some see as its selfish, self-absorbed outlook. From the time it initially appeared, the catalog has been more than a book. It's been a symbol of what used to be called the counterculture. And those who don't like what that culture stood for tend to fault the part of the catalog that reflects it.

What Brand, Kleiner and their staff ultimately created is truly impressive. Anybody who has tried it knows how hard it is to write something that's educational and entertaining at the same time. But The Next Whole Earth Catalog succeeds.

A recent review in The New Times, for example, praised the book as a research tool, but criticized its "unrealistic faith in primitive technology" and "selfishness masquerading as self-reliance."

Brand doesn't feel that assessment is totally without validity. But he does believe that it was far truer of the first catalog. "There was," he said, "a sentimental selfishness that was explored and found wanting in the late '60s and early '70s." In an essay in the new catalog, he condemns that vision of "self-sufficiency" as "flawed at the root."

Maybe it is. But in one of the little ironies that history seems to be so fond of, it's possible that the rest of the country is adopting the values the catalog was espousing a decade ago. With conservatives writing books about economic apocalypses around the corner and the cost of practically every consumer product skyrocketing, self-sufficiency has been growing far more attractive.

Archive

THE BUFFALO NEWS
Books
Sunday, January 11, 1981 E—7

The Whole World Put Into Catalogue

THE NEXT WHOLE EARTH CATALOGUE: Access to Tools; Random House-Point, 608 pp. $12.50.

By JEFF SIMON
News Book Reviewer

"THE LAST WHOLE Earth Catalogue" appeared in 1971 and quickly became one of the publishing phenomena of the '70's. Some 1.6 million copies were sold and a National Book Award was tossed its way so that no one would shove its counter-cultural vision back on the shelves behind the lesser knick-knacks of utopian ideology.

The idea back then seemed to be that the world would be composed of graduate school dropouts or people who thought like graduate school dropouts.

Everybody'd live in pup tents or geodesic domes, grow their own asparagus and children organically and communally, smoke pedigreed hash while listening to Grace Slick and the rest of hte flying Jeffersonians, have working computers on their night tables and home libraries modelled on pre-fire Alexandria.

What with "tin soldiers and Nixon coming" (in Neil Young's memorable phrase), you never knew when America would have to be re-invented by rough-and-ready young people with heads full of systems analysis.

* * *

THE WHOLE EARTH Catalogues were begun by Stewart Brand out of his California truck store by cross-breeding L.L. Bean's Outdoor Catalogue and the "whole earth system" of engineer-philosopher Buchminster Fuller.

Nothing could possibly have been more American: a literary place where Sears and Roebuck, Ralph Waldo Emerson and modern computer theologians could sit around having philosophic coffee and cookies.

The idea was to provide readers with "access to tools" for restructuring society or, in case of emergency, building it from the bottom up, plank by plank.

It was better than a mere almanac or encyclopedia. You didn't have to just learn things. You could buy them. Or you could dream of rearranging the world with them. Or, in case of short-circuited ambition, simply change your own life.

Those "tools" turned out to be everything from falconry, cooking with soy beans and building musical instruments at home to the literary works of Richard Brautigan, Lao Tzu or James Agee mixed in with the Volkswagen Technical Manual, Fish Catching Methods of the World and Plastics in the Modern World.

* * *

THAT WAS THEN. Since that time, there have been: a Whole Earth Epilogue, a revised "Last Catalogue" and, now, representing 12 years of synthesis, the brand new "Next Whole Earth Catalogue", more than 150 pages longer than the "last" and costing $7.50 more. Pure inflation, that, though quite reasonable in context.

The "Next" Catalogue?

Well now, our man Brand did say at the end of the Last Catalogue — "return and begin again". So here we are. Again. With, as Brand says, only 11 percent carried over from "The Last Catalogue".

Part of the publishing strategy seems to be that, economically, we're really in for it the next few years and it'll be good to have some ideas of what to do while we're all in our pup tents roasting American currency to keep warm.

Whether the "Next Catalogue" will turn out to be a prime "tool" for surviving economic horror, it certainly is wonderful to read and that's really the point and always has been. The Whole Earth Cataloguers have done more to preserve the glory of the printed word against the onslaught than Dark Age monks. Their basic ecstasy is over the fact that the Whole World has been stamped on pages and stuffed between covers.

* * *

SO WHILE finding out how to get an air-operated fresh-water pump, an air ion generator or just a good pair of sewing scissors, you can also read book descriptions, book excerpts and such of books useful, amusing, enlightening, challenging or heartening.

Say — at random — this quote from the entry for Ursula LeGuin's "The Dispossessed": "The sunlights differ but there is only one darkness." Or this random quote from the entry on the book "Winning Bicycle Races" — "the way to prevent other riders from knowing when you are suffering is to keep your mouth closed and look alert. Inside, your guts may be falling out but you look fresh as a daisy."

And then, there is the buried treasure of the Whole Earth Catalogue — the continuing literary work in the right corner of the right hand pages. In the "Last Whole Earth Catalogue", it was Gurney Norman's "Divine Right's Trip", a literary effusion as instantly dated as an authorized biography of Dean Rusk or Frankie Avalon.

EARTHY SETTING — Catalogue production community.

This time, it's a seemingly modest, extraordinarily aphoristic and sneakily superb poet's notebook called "The Rising Sun: Neighborhood Newsletter" written originally for Brand's CoEvolution Quarterly by its assistant editor Anne Herbert: Remember that name. It is a tough-minded, feisty, whimsical, hodge podge of anecdotes, jokes and meditations.

* * *

IN IT, ONE learns that Robert Frost's poem "Stopping By Woods on a Snowy Evening" can be sung to the tune of "Hernando's Hideaway". And that English Grammar's distaste for split infinitives may be linquistic imperialism. You also encounter such smaller morsels as:

—(A Whole Earth Office worker's observation) "Almost only counts in horseshoes and hand grenades".

—"A journey of a single step begins with a thousand miles."

—"David often sketches people in buses and other kinds of public places and gives them the sketches. Poor people, he's noticed, expect to pay for the sketch and rich people expect to get it free."

It perfectly suits the "Next Whole Earth Catalogue": hopeful but gone are the counter-cultural assumptions that Eden will be here any day now.

She paraphrases and reverses one of Brand's favorites from the "Last Whole Earth Catalogue" — "We are as people and might as well get modest at it."

But not too much. It took people to create this catalogue. It's wonderful to have Brand and his Whole Earthers back.

A compendium of tools for the future

THE NEXT WHOLE EARTH CATALOG. Edited by Stewart Brand. Point/Random House, 1980, 608 pp., illustrated, $12.50.

By J. PETER MONRO

CAN YOU IMAGINE gasoline at $3.50 — real 1980 dollars — a gallon?

How about lettuce at $2.50 a head?

Or an average new home at $200,000?

Do you doubt that you will live to see any of those come to pass? (If that home price is hard to swallow, note that last year the average cost of a new home in Santa Clara County, Calif., was more than $100,000.)

Those prospects combined with tightening job prospects in the United States prompts a rephrasing of President-elect Reagan's now-famous question: "Do you think you will be better off in the year 2000 than you are now?

(By the way, the new century is closer than you think — it's closer, for example, than the year 1960.)

So how will we cope?

—o—

INCREASING numbers of people are turning to self-reliance — raising their own gardens, tinkering with their own cars, cutting their own wood, or — going for the big one — building their own houses.

But self-reliance requires new skills, skills not taught in universities. Self-reliance calls for self-education.

But self-education requires a guide. What shall it be?

I suggest it may be "The Next Whole Earth Catalog" (published by Point, distributed by Random House), which at $12.50 is the cheapest course you'll ever take.

My own example may indicate why you should turn there: I, highly unskilled in carpentry, decided last year to build my own house.

I tried to proceed without the Catalog, which was only published this fall.

In Country Journal magazine, I came across "Houses you can build yourself" in the February 1980 issue. (The magazine, published in Manchester, is a most authoritative monthly compendium, well laid out, of information needed for rural or self-reliant living. I was surprised it wasn't in the Catalog.)

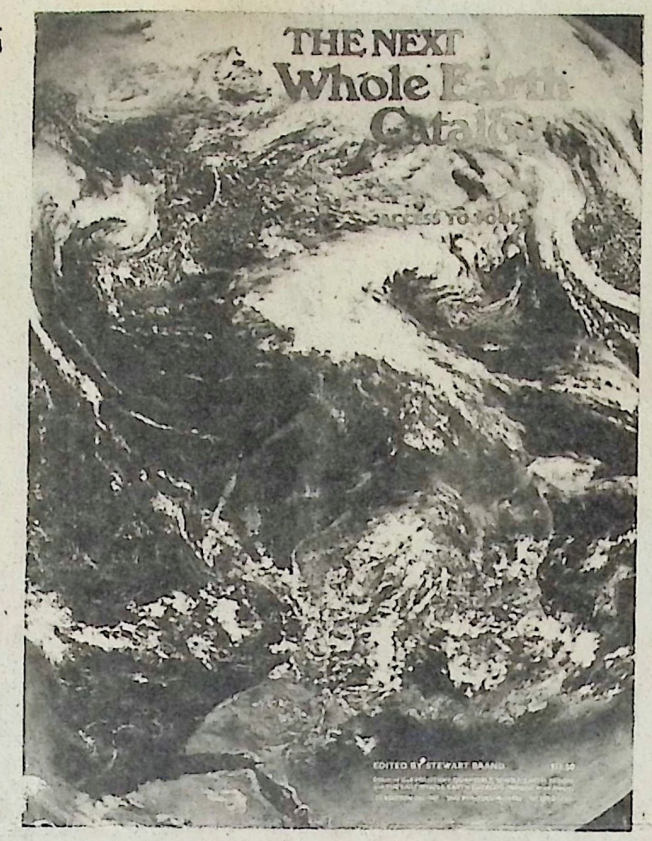
At the article's end was a reference to the Shelter Institute (38 Center St., Bath, Maine 04530) — "a remarkable school where people with little or no carpentry experience are taught, in three weeks, how to design and build highly energy-efficient houses for a fraction of the cost of conventional homes."

I signed up for that course ($350).

My three weeks in the classroom and on house sites seemed to cover everything from septic systems to sizing beams. I gained confidence.

But, back home working on house designs, I realized I needed to know more.

I visited friends who had built their own houses.



I WENT TO the library and found an array of books on solar energy and Ian McHarg's seminal book ("Design with Nature") on using land to man and nature's highest intents. (It was nominated for a National Book Award and is being used to choose the site of a new capital for Alaska. Page 69 of the Catalog.)

My father sent me the mind-opening classic, "Your Engineered House," by Rex Roberts, posing all the right questions about house siting and design and offering cheap alternatives to conventional solutions. (Page 222 of the Catalog.)

Still, I needed more specifics. I wrote off to the federal government, for lists of its excellent publications. Since I had bought 10 wooded acres on a mountainside near Woodstock, I needed ideas about forest management, bridge building (for the ravines) and house construction details.

I got back a bewildering array of undifferentiated titles, everything from constructing superhighway bridges to managing mountain ranges in the Pacific Northwest.

I felt stuck. What I needed was a pointed yet far-ranging guide, personal yet authoritative on everything I could get my hands on that would gird me for self-reliance in the rest of the 20th Century.

It was then I found the book — the Next Whole Earth Catalog.

—o—

ACTUALLY it's more than a book.

It calls itself an access to tools — unfamiliar tools needed to accomplish the familiar or the unfamiliar. (For example, how a bounceless hammer is made, page 139, where you'll also find out why you would want one.)

It's an irreverent, fun-loving, insightful guide to getting started in doing unto nature as we would have it do unto us.

It's a chance to meet and share a chat with some of the world's most- interesting experts on everything from the cosmos to cockroaches.

And for at least 1.6 million people, it needs no introduction — that's how many copies its predecessor, the National-Book-Award-winning "Last Whole Earth Catalog," sold following its issuance in 1971. The popularity of the new version (which supplants the old and "The Whole Earth Epilog" (1974)) is assured — the first edition was sold out before it hit the bookstores in October; 190,000 are already in print.

It is put out by California-based group headed by Stewart Brand. He put the first Whole Earth Catalog together, and founded CoEvolution Quarterly ($14 per year, Box 428 Sausalito, CA 94966), a magazine that offers Catalog-like reviews and idiosyncratic essays and fiction.

—o—

THE CATALOG'S strength derives from its format. Each of its large pages lists and illustrates books, magazines or mail order items, evaluates them, tells how to order them, and — most often — offers salient or off-beat excerpts.

The Catalog seeks its material worldwide. In the Bennington area, it found Hemmings Motor News ("a 450-page magazine full of ads for [vintage] Ford and non-Ford cars and parts and literature and misc."), Orvis ("very good stuff at occasionally take-your-breath away prices") and the Vermont Country Store ("an old-fashioned mail order catalog which has 'revived' many quality cotton yard goods for sewers...").

Indecks of Arlington, a simple yet highly useful system using punched cards for filing and retrieving information, was in the Last Catalog, but not in the current volume.

The result, seen one way, is a nearly unlimited compendium of trivia: Where can you buy an earth flag? What did astronauts feel about weightlessness? What surface plant reveals ancient underground walls? Where is there a world with a million moons? Would an atomic war significantly affect ocean life? And these examples are from just the first 12 pages!

There are 596 other pages, and you can't ignore the covers either: They offer views of the world upside down and sideways, a map of the galaxies, and the biogeographical divisions of the planet. This book wastes but no space.

—o—

HOWEVER, unlike the "People's Almanac," where the trivia is offered only for its own sake, the Catalog is an integral part of the process it is trying to promote — the process of discovering how to explore, to enjoy and to live in concert with our home, our nest, the planet Earth.

It also buttresses the emerging Gaia hypothesis it promotes — that the Earth should be considered as a single organism whose totality of life regulates its buffering oceanic and atmospheric systems.

You will discover things you weren't trying to discover (like the Gaia hypothesis), that you didn't even know existed — ways of thinking about things, principles of conduct, means of husbandry. How to make a firewood cleaver that needs no chopping block, a clothesline that needs no clothes pins — the list is all but endless.

And you'll be suddenly glad you looked in this 5½-pound tome without knowing what you would find. You'll simultaneously learn how to pursue your newfound interest — it promotes self-education, the best and most critical of cottage industries.

I discovered who had built a passive-solar house without massive heat sinks or an expanse of south facing windows. I discovered some sun-regulated devices being produced by Steve Baer at Zomeworks. (But someone forgot to list his address — almost everything in the Catalog can be mail ordered.) I discovered what coppicing is and how I might provide my wood fuel needs in perpetuity using a plot only 64 feet on a side.

—o—

STILL, FOR ALL ITS importance — and it remains the only guide of its kind - I have some niggles:

—It suffers from the usual unevenness of a potpourri put together by so many cooks. (Many of the book reviews are sent in by CoEvolution readers.)

Thus, some books are overrated — a horse professional friend of mine calls one of their recommended books on veterinary practice "worthless." They include "Instant Furniture," which is not instant and is not breakdownable, and ignore "Nomadic Furniture," the granddaddy of that genre. They ignore, too, "Why Things Don't Work," which argues, as the Catalog does, for smallness, innovation and self reliance — including better designs for a bathtub (a pet peeve of Stewart Brand apparently) and how to build one's own car (an idea that needs broaching, at the least).

—It suffers from a certain West Coast funkiness — pages on electronic music synthesizers, New Wave magazines and outer space colonies. I wouldn't mind its list of sailing schools except that it omits a more important list — that of housebuilding schools, from Shelter Institute through Cornerstones, Heartwood Owner-Builder and Northern Owner Builder (They're all in New England; is that significant?)

—The Catalog is so large, I think it could use with an internal guide, a kind of summary essay on where to find the keystone books, from the cosmos through problem solving to the self-reliant life.

Just to give an example of a book bound to be overlooked wrongly, I suggest G. Polya's "How to Solve It." (It's listed under mathematics, where few would look for a book that, the reviewer rightfully says, "can easily be applied to all problem identification and analysis.")

Among those keystone books would be John W. Gardner's 1971 essay on self-renewing man ("Self-Renewal: The Individual and the Innovative Society"), which is somehow missing from the Catalog.

Without people capable of adjusting to increasingly constant change (like $2.50 lettuce and $200,000 homes), how will any of our futures be fully realized?

Bennington Banner
Jan 9 '81

Chicago Tribune
Feb 2 '81

Tribune graphic

The man behind "Whole Earth Catalog": Biologist and onetime hippie Stewart Brand.

Over-30 attitude toward change

'Whole Earth's' creator is back to basics

By Richard Phillips

IT SOUNDS LIKE an almanac, handles like a road atlas, looks like a library, and reads like a diary.

It's "The Whole Earth Catalog" — correct that: "The *Next* Whole Earth Catalog." And if it has the odor of counter-culture, that's OK. Because it is.

From hunting innocent trilobites to tips on artificial insemination for lesbians, the new "Whole Earth Catalog" has it all. If you want to know about Hoedads or Blue Grass claw hammers, or harvesting asteroids for steel, or 2,700 other things, check it out. There's even something on building underground houses.

But if you want to know about the quirkish biologist and onetime hippie behind it all, the fellow who believes in wood stoves *and* space colonies — this delightful compendium of oddities leaves a lot unexplained.

That's because Stewart Brand figures you already know enough about him.

Brand has been dancing in and out of the public eye since the early '60s, when he rocked as a Merry Prankster, an original member of Ken Kesey's notoriously psychedelic busload of reckless minds and crazy necklaces — all mythologized in literature and accused even today of undermining an entire decade.

Brand still is blond, still skinny, and still whimsical. But at 42, this soft-spoken former no-account (his description) has pretty much dispensed with drugs and liberals — so he says. He's also learned how to be a shade untrustworthy, so he says, while continuing the quest for a "post-greed world" whose inhabitants can learn the distinction between maximum and optimum, and will choose the latter.

A lot has happened since those hell-bent '60s.

TEN YEARS AGO, Brand was an exhausted and confused fellow.

He was editor and head honcho of an amazingly successful catalog of "back-to-basics" tools and knowledge. But he wasn't ready. Success meant only greater demand, and it caught this disciple of self-sufficiency by surprise. "I had never been overworked before, so I didn't know what it was," he says.

By then the original "Whole Earth Catalog" of 1968 had grown from a 68-page tabloid and a press run of 1,000 into a literary leviathan. Bigger press runs and tedious updating got gruesomely routine. Deadlines, those killers of so many writers and editors, took on macabre importance.

Brand figured the only way out was to kill his creation. The 448-page version published in 1971 thus was titled "The *Last* Whole Earth Catalog."

"I'm going back to the tree," he announced. And he did. More than 1.6 million copies were sold. "Last" won the National Book Award for Contemporary Affairs. But Brand already had called it quits.

It was a two-year upheaval. He refers to it today as an "extended vacation," but admits "I left exhausted and confused. About all I remember of it is getting unmarried."

He trucked eastward with a 22-foot Airstream, "looking for a New England antidote to California."

IT WAS DISAPPOINTING. Even Maine was too far gone. The search continued into Canada, ending finally on a remote 55 acres overlooking the Northumberland Strait of Nova Scotia. "I built a little plywood shack there. Built it in 10 days," he says with a slight chuckle, the plans came from a Canadian publication never listed in "Whole Earth Catalog." What Brand erected probably wouldn't impress the summer cottagers on Green Bay or Cape Cod, but it was more than enough for an urban forager accustomed to a $22-a-month apartment in San Francisco's North Beach: It even had running water ("I ran out to the spring box, got the water, and ran

Chicago Tribune, Monday, February 2, 1981

Tempo

'Whole Earth's' creator goes back to basics

Continued from 1st Tempo page

back") and a privy (a box over a hole, "an extremely out house," he says).

Brand remained out of circulation for two years, though he returned for extended visits to the Bay area. "I checked out three shrinks. But mostly I felt sorrier for them than for me." The passage of time, a good book, and an ex-ship's doctor with good advice and a ready ear were more helpful. By 1973 he figured the worst was behind him. "I had gone from being quite miserable to being only medium miserable." Today, he adds thoughtfully, "I am mostly delighted."

The bout with noninvolvement ceased. Armed with a new lease on medium misery, Brand drifted back toward his old occupation. "I couldn't think of anything better to do. God knows, I tried. But nobody was offering me work and I didn't know how to ask.

"So I asked myself for a job and got rehired."

FLIPPANT RESPONSES and whimsy are peeks at the boy inside Stewart Brand. Even before fleeing San Francisco for New Englandish introspection he called a "demise party" and dressed in monk's robes for 1,500 guests. Later he set up a foundation to give away Whole Earth's $1.5 million in profits for such things as a study of "environmental humor" and a prostitutes' collective.

Humor, then, was a tool, much like the spades and solar pumps illustrated in Whole Earth. It is a considered tool, as usable for the boyish editor as it is for William F. Buckley, the mischievous advocate of conservativism for whom Brand professes great admiration. "Three of the most endearing people I can hope to have dinner with are Buckley, Milton Friedman, and Ronald Reagan," he contends. (Should one, however, believe such an utterance from an ex-hippie and Merry Prankster whose closest friends include California Gov. Jerry Brown, a liberal Democrat, and Ken Kesey, creator of fog machines and "One Flew Over the Cuckoo's Nest"?)

Like Reagan, Stewart Burrows Brand is a child of Illinois.

He just remembers it less favorably.

HE GREW UP in Rockford, fourth and last in a line of siblings now long gone from the homestead. They lived on Harlem Boulevard, "not the nicest street in Rockford, but the next-to-nicest." Dad was an adman with an engineering background and a penchant for ham radio. He shopped exclusively from catalogs and filled the basement with tools and radio gear. He also is remembered for tiresome lectures to a bored son. Mother was resourceful and bright. But a maternal grandfather was the bankroll. He got rich in the wholesale hardware business, bequeathing enough to finance matriculation at a fancy private day school, and later Exeter prep school, for young Stewart.

"I'm just your standard Midwest puritan," he deadpans. "Only it's taken 24 years in California to leech a little bit of that poison out."

He adds, "Part of growing up in Illinois for us was that as soon as we grew up we drove to the West Coast."

Parking at Stanford University, the skinny 6-footer mixed with a decidedly different crowd. He met Aldous Huxley, who persuaded him to major in biology. He also was introduced to San Francisco's infamous social iconoclasts of the late '50s, the beatniks, in the city's North Beach district. Topless bars flourish there today, but for an 18-year-old jaded puritan, it became home.

A FEW YEARS LATER, amid experiments with such hallucinogenics as LSD, peyote, and nitrous oxide, the inquisitive Brand acquired friendships with Kesey and his band of Merry Pranksters, so dubbed by Tom Wolfe in "The Electric Kool-Aid Acid Test." Inside, though, he remained a loner, an introvert. Still on the fringe.

"Compared to them, I was modest, unassuming, even timid," Brand says. The laughing gas and LSD continued for a while, but only for a while. In 1969, shortly after publication of Brand's first "Whole Earth Catalog," he quit the serious drugs:

"I ran out of insights, I guess," he says. "I wasn't doing drugs every day, anyhow, and I haven't had much of anything since 1969." A joint still occasionally passes near his lips, he admits, but the highs now are mostly "contact highs" — an exhilaration from being in the company of others who smoke while he does not. Brand abstains from alcohol, believing it a far more hazardous substance.

His opinions of what is important in life have changed in other ways since the grand-scale resignation 10 years ago.

It is apparent on page 1 of the recently published "Next" catalog (Random House, $12.50). On that page, Brand dedicates the catalog to the late anthropologist and cyberneticist Gregory Bateson. "I read Bateson's book 'Steps to an Ecology of Mind' during the two years I was gone," he observes. "It twisted my thinking about 90 degrees." An examination of Bateson's ideas is among some 1,600 book reviews and 1,100 practical tips on self-sufficient living packed into the new catalog; only 11 per cent of it was picked up from previous editions.

The original "Whole Earth" catalog was conceived in 1968. Brand was flying back to California from his father's funeral in Rockford; somewhere over Nebraska, in a reverie over big pictures in life, Brand pondered his own contributions to humanity. Today he advocates "doing particulars" instead of fretting about grand designs. But making a big bang was pretty important then. "So many of the problems I could identify came down to a matter of access," he related. "*Where* to buy a windmill, *where* to get good information on beekeeping, *where* to lay hands on a computer without forfeiting freedom."

The catalog finally came out the same year. It's credo — "We are as gods, and might as well get good at it" — persisted through each successive generation of "Whole Earth" that followed.

THE CATALOG is produced in a one-story hut of weathered redwood in Sausalito, across the bay from San Francisco. Once it housed a small restaurant. A wooden sign outside still says "Harvey's lunches." Everyone inside earns exactly the same wages ($9.25 an hour) regardless of job assignment, from printer to production editor — except for the workaholic senior editor, Brand, whose salary recently was raised to $22,500. All profits go to a nonprofit foundation.

The unpretentious building on Gate 5 Road that houses "Whole Earth" also is along the entranceway to a Sausalito artist's community — not the artsy-craftsy type, but the real thing — an unfashionable squatters' row.

The community includes some pretty ramshackle buildings and an assortment of houseboats moored nearby. Developers want to tear it down. Brand is outraged. "If you want artists, you've got to preserve the funky, creative, low-cost communities."

The battle over squatters' row is an example of where Brand has gone in 20 years. Where national politics once was supreme, grass roots now is regarded as more important. Moreover, the rules are more genteel.

"In the '60s we would have called these people (developers) scum-sucking pigs and fascists.

"But I've learned to compromise on principles."

FOR THE FORMER hippie, it is tantamount to being untrustworthy. For most others it means only a low-keyed, less belligerent resistance. A few years ago, Brand would have tackled the White House. Now it's just Sausalito City Hall. It is "doing particulars" — Brand's over-30 attitude of change-by-ripples. He credits 19th-Century poet William Blake for saying it best: "We only do good in minute particulars. The general good is the plea of the flatterer and philanderer."

One person paying attention to details can make a gradual difference in the lives of others, he is convinced.

And what about the "Next Whole Earth Catalog," now in its fourth printing? Is this a detail worth paying attention to? Will it continue?

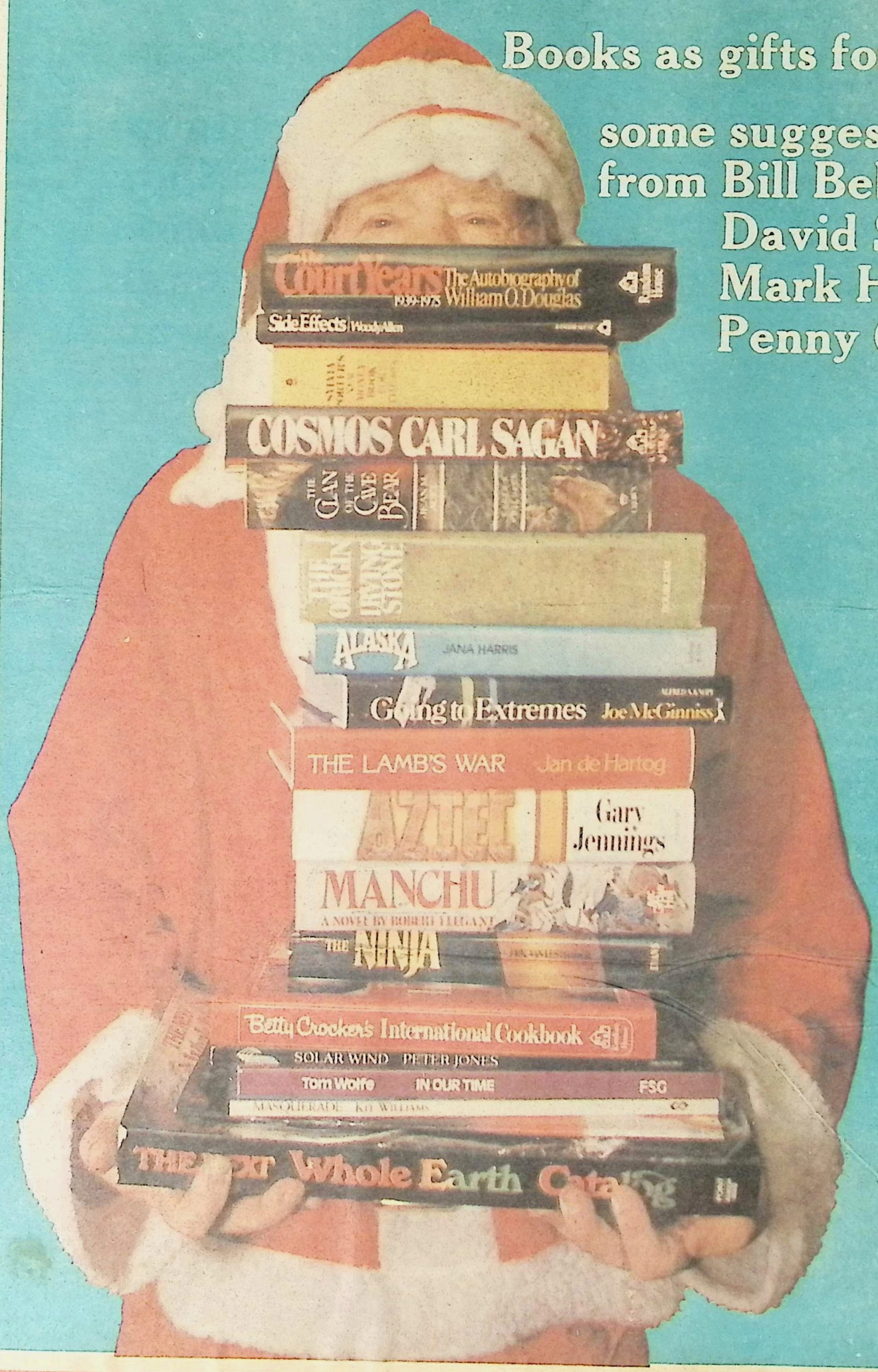
"Oh, probably," is his answer.

Chicago Tribune ↑
Feb 2 '81 (Cont.)

Oregon
Territory
Sunday Magazine of the Statesman-Journal ☐ Salem, Oregon ☐ December 14, 1980

Books as gifts for Christmas

some suggestions inside from Bill Bebout, David Shetzline, Mark Hatfield, Penny Cooper



Oregon Territory
Dec 14 '80

A book for gaining 'access to tools' also yields inspiration to the uninformed

David Shetzline

The year Stewart Brand's "Last Whole Earth Catalog" won the 1971 National Book Award I spent eight weeks with a German television team wandering Western America. We were documenting the influence of Herman Hesse's books on the hippie movement. My task was scripting and interviewing in Oregon, California, Arizona, New Mexico.

The Germans — associating Hesse with some Otherworldly aspects of prewar Europe — wondered if there were a latent Fascist Romanticism gathering apocalyptic vibrations from Berkeley communes to the neo-kivas of New Mexico.

I THINK THE TRIP — which fortunately contained some hilariously hysterical far-left-of-center moments — nevertheless did its mite toward satisfying Germany that America was not on the lip of longhaired jackbooted mischief.

Part of that I attribute to marijuana.

The ubiquitous cannabis was King. Or was it Queen? Whatever, neither before nor since have I met so many sweet-hearted, warm and cuddly laid back Zombies.

Yet overall there was a deeply sincere feeling for self-improvement, cooperation and love. Albeit the visual arts were largely hopeless, the crafts were good. Perhaps a bit crude at the time. Music meant the omnipresent guitar, which younger America seemed determined to prove a second-class instrument. And popular literature was yearningly escapist. For example, if you can get past the first paragraph of Tolkien's Tomes without throwing up, what have you? Marvellous entertainment. But that's a long way from paying the spiritual mortgage.

ASIDE FROM KESEY — so obviously first rate — Hesse was the heavyweight.

There was also a homegrown, unashamedly Yankee-inspired product which became the Serious Sacred Text of the counterculture. This was, of course, the "Whole Earth Catalog". And it was to be read, owned and consulted for the next 10 years by millions.

The 1971 catalog's models were the best and brainiest its editor, Stewart Brand, could accrue. And in the process Brand proved himself a rare bird: a modern Renaissance generalist in an age given over to the specialist.

He refers to himself as a generalist, but I prefer to think Stewart Brand demonstrates a certain genius. The word both then and now would no doubt embarrass him. Correction. Brand would say: Of course I have some genius. Each of us has. That's what it's all about. "We are as gods," Brand inscribed the Last Catalog, "and might as well get good at it."

'The 1971 catalog's models were the best and brainiest its editor, Stewart Brand, could accrue. And in the process Brand proved himself a rare bird: a modern Renaissance generalist in an age given over to the specialist.'

NINE YEARS later and a decade more mature, this "Next Whole Earth Catalog" is a triumph. Although the universe it profiles has lost some of that Sixties elfin glitter and some of that occasional silky Hobbit hair between the toes, certainly we are all better off.

If you are one of the 1,600,000 fortunates who owns a copy of the 1971 Last Catalog, you may have only two questions about the Next Catalog. Is the material different? Yes, by 89 percent. Entirely new items? Oh my, yes. Thirty-six percent. For example: in '71 there were two items on Solar Energy, two pages on Computers. Now, 63 solar items, 12 computer pages. Most of all, Next is a noticeable improvement in range and weight with updated expertise, without sacrificing any ability to inform and inspire.

If you have never browsed among these collections you are hereby blessed with hours of delight. Indeed, the catalog, categorized as an "access to tools," is a detailed flag of the times. In that, Brand's inspired associates down California way have put together the perfect book for Oregonians.

RANDOM HOUSE was quick to invest nearly half a million dollars in the first printing. The $12.50 catalog is about as modern a genre as can be found, and it could become the single most thumbed-through source among Outdoor-but-Literate Do It Yourselfers. "The Next Whole Earth Catalog" is Oregon's buy of the year.

Consider 600 pages of the size of "Life", illustrating the leading references for disciplines ranging from backyard high-intensity gardening to winter mountain survival. On a world basis. Thoroughly indexed. Including both descriptions of classical books and the most avant garde theory. Interspersed are articles by prestigious professionals, often the most entertaining in their disciplines. Here is an access to basic and advanced tools of both hand and mind.

In HORSES, for example, one ranges through a review of "Western Horseman" ("THE horse magazine of the American cowboy"), a classic reference for veterinary notes, a description of the best in farrier's tools, to a recent reprint of an 1867 book on mules. Total, with illustrations: 10 books, six catalogues, two journals and the number one magazine.

FINANCES BEGINS with Sylvia Porter's new money book, lingers over Successful Investing, a 1979 complete guide, then covers in six pages the standard and alternative materials for establishing small businesses, moonlighting, community funding and foundation directories.

Oregonians are especially well served by OUTDOOR MATERIALS — from edible wild plants to environmental politics.

At first glance the review format seems deceptively easy to read. There lies its deepened beauty. For the cost of 10 years of labor, the staff of Co-Evolution Quarterly, Brand's ongoing Whole Earth supplements, have been documenting various passions from beekeeping through home repair to-

'Consider 600 pages of the size of "Life", illustrating the leading references for disciplines ranging from backyard high-intensity gardening to winter mountain survival.'

wards Zen Buddhism via Running in such a lively manner their references seem effortless. Samples blend like some oddmented trail mix for the journey of mind, spirit and pocketbook.

In two words: progressive and conservative.

AND THE 1971 German documentary? After laborious editing it won a few awards, showed everywhere but the United States and was retired to a Munich archive. So the eight weeks on the road were profitable. But for me it was an overdue education.

Although I met some good people, I learned that communes would not save us, Amerika would not smash, and all longhairs were not — nor would all of them ever become — Sisters and Brethren.

To exorcise myself of my provincial squeamishness, I cashed in a first class plane ticket and hitchhiked, Alburquerque to San Francisco. Of that job I retain two undimmed memories. The first was standing by Sather Gate on the Berkeley campus, shouldering the world's most flawless portable recorder as I interviewed a Hare Krishna. His shaven WASP head was walnut brown and his eyes were clear, lamp-lit and inspired. I felt I could fall forever into the reflected beauty and promise they had witnessed. And yet, of course, he was crazy as a snag full of owls.

ALSO, I REMEMBER candlelight on the face of a millionaire's daughter, who moved from home and servants to help The People.

In her tiny apartment was a shelf of medical books. She had studied them all and was days away from becoming a nurse. Had I had three-fifths of my wits I would have married her on the spot. But I've never been that practical.

Which is why I admire the work of Brand and Associate.

If the intellectual creates from private inspiration, the scholar may mold private thought to tradition. This invites the technician to be mechanically, totally, capable. "The Next Whole Earth Catalog" blends these modes, but its ultimate genius is practical.

Brand suggests a simple test: "Look up a subject area you know something about and see whether our reviewers know as much or more than you do or anyway enough. And look up a subject area unknown to you and see whether we can get you interested . . ." Prospective investors should not be disappointed.

David Shetzline is a Newport writer who contributed to "The Next Whole Earth Catalogue".

SCIENTIFIC AMERICAN

$2.00

January 1981

BOOKS

Amber, diamond, a new whole earth catalog and a pictorial record of the rise of science

by Philip Morrison

THE NEXT WHOLE EARTH CATALOG: ACCESS TO TOOLS, edited by Stewart Brand. Distributed in the U.S. by Random House, Inc. ($14). The first avatar of this work, in a way both substance and symbol of its times, was reviewed here in 1969. It was then about a tenth this size, yet sold for five less puffy dollars. On that minimum appraisal alone the new book (with the same spirit and editor) is a bargain. Quality again follows quantity; it is a prize. The inside front cover offers a world biogeographical map on the big, floppy page of the whopper paperback (a publishing style the first version pioneered), and the inside back cover is a computer map of a million galaxies. The front and back covers both show the whole earth, in one case the view at lunar earthrise. In between the 600 pages offer coherent reviews of good books old and new and keen judgments of specialized magazines, all of them shrewd guides to sources, both of knowledge in print and of the tools of almost all trades. There is one broad limitation: the volume is aimed at people who will read, think and act by themselves and with those with whom they share both the result and the labor.

Stewart Brand is as acute a writer as the offset press has known. He explains that the edition of 1971 (1969 too, it seems sure) was aimed at the young counterculturists of the late 1960's and early 1970's, and that the new edition is meant to be of use to their now older contemporaries ("one of us governs California"), to new college agers ("with [their] unusual ability ... and ... lack of confidence") and to the "vast citizenry" who are learning that when you build or fix your own car, house, body or community, you get your time's worth, untaxed and uninflated.

Just about every page outlines a first-rate book, journal or catalogue (access is always postal) with comments by candid reviewers. The material is topically arranged, some 600 topics from terminal self-care to cockroaches, from beer to computer networking. Opinion is free but always documented; the items are generally the best to be found, at least along the self-taught routes the book travels. Technology is not soft out of preconception but out of performance and capital cost; old diesel-powered fishing boats, plans for space colonies and the Onyx business computer are admired. The books occupy the spectrum from *The Atlas of Sexual Pleasures, The Diamond Sutra and the Sutra of Hui Neng, Home-Satellite TV Reception Handbook, The Merck Manual* and *Bartlett's Familiar Quotations* to Joseph Needham's great *Science and Civilization in China.* Both drop-in experts and staff members have contributed.

Consider three of the treatments, each a few pages that alone would repay anyone who needed them the cost of the book. In the first treatment maps, atlases and photographs from the air and from orbit are appraised and described with workable details of how to get them, including deserved praise of the U.S. Geological Survey as "the friendliest and easiest big Government office to work with." Topographic quadrangles, Landsat images, CIA atlases, state atlases, the geological highway maps put out from Tulsa, the marvelous hand-drawn landform cartography of Erwin Raisz (the best U.S. physical map to be found, still available at about a dollar)—all are made accessible not only by title or address but also with the ring of actual experience through the mails.

The second treatment is one on children's books about how things work. The complete corpus of three splendid author-illustrators is listed and described, with much more. The third treatment, particularly persuasive to this inexperienced reader, is a page on coppiced woodlots. A well-run coppice (the technique has been widespread in Europe for millenniums) offers cooking fuel in a steady state for a family of four from a tenth of an acre. Deciduous trees are cut to stumps, from which new stems sprout repeatedly and grow in a few years to firewood diameter. French and English references are compared, and suppliers of seed and advice are listed.

Most of the material is seen in clear light by the enthusiasts who have written about it. The mystic is here, and there is a page on the cultivation of cannabis, exactly as objective as one on self-publishing. Trendier entrapments get little space, such as UFO's and Carlos Casteneda (who receives a sensible if friendly discussion, discriminating his early fictions of some content from his shameless potboiling). The indispensability of the work for libraries is probably limited at the younger end by its explicit treatment of sexual behavior: hetero-, homo- and auto-. There is some first-rate writing, both by the editor and by various anecdotal and aphoristic contributors. Hear Brand on the uniqueness of the space environment: "Space is not like a continent, or the Pacific Ocean, or anything else we've experienced except possibly death and rebirth. It's more like a Buddhist chant: No-air-no-gravity-no-night-no-day-no-up-no-down-no-motion-no-past-no-standing-still-no-life-also-no-death-no-thing-only-waves-of-star-star-star-star."

A glow of goodwill, courage, reason and profound engagement suffuses this remarkable volume, a reference compendium for hardware and software, plumbing and philosophy, at once traditional and iconoclastic. It celebrates the hand and the reading eye for the self-helping American as consumer, small-business entrepreneur, pioneer, sportsman, parent, neighbor, cooperator. It is free of prejudice, although not of zealous and sometimes even cockeyed conviction. The producers of the camera-ready copy are here in picture and word—the entire crew, from the editor to the proofreaders and typesetters.

The *Catalog* is prepared on the San Francisco Bay waterfront for the bigger world of its New York publisher and Indiana printers. It remains consistent; there is no other enterprise that offers such a clear and frank page on its own accounting costs, wages, hopes and income. Of your money the nonprofit foundation that employs the people you have met gets $2. There is even a final accounting of the implied tree budget; all writers today communicate by the immolation of forest. *The Next Whole Earth Catalog* took less than 15 acres of watershed; it promises a net tree gain if one reader in 20 will plant a tree. Perhaps this is too narrow a circle of concern; you can never change only one thing. *The Next Whole Earth Catalog* can reasonably hope to change a good many minds and actions over a period of time.

Sun Times (Chicago) Nov 16 '80

The do-it-yourself wish book updated

DOMES are out. So are free schools. But solar energy is in. And wood stoves. And computers.

Those are among 3,000 reasons to buy The New Whole Earth Catalog: Access to Tools (Point/Random House, $12.50), editor Stewart Brand declares. His new 608-page wish book for the world contains that number of mini-articles on do-it-yourself-products and books that are—or perhaps will be—the rage of the '80s. New do-it-yourself kicks range from "amateur insemination" and stained glass to woodworking and fireplace-making.

Paperbacks

Peggy Constantine

Brand, now 42, was an ardent champion of "alternative lifestyles" of the '60s and early '70s. He wrote about achieving the good life by mail order in The Last Whole Earth Catalog of 1971. It sold 1.6 million copies and won a controversial National Book Award. In 1973, Brand brought out an updated version, The Whole Earth Epilog. Then he turned to publishing CoEcology Quarterly, a magazine with a format similar to the catalogs.

The New Whole Earth Catalog, Brand says, grew out of the magazine. "We simply were embarrassed," he adds. Many of the items in *The Last Whole Earth Catalog* either are no longer on the market or have become declasse.

In 1971, Brand said, the catalog contained only two articles on solar energy products. In the 1980 catalog, there are 63. *Last* offered only two notes on computers; *New* devotes 12 pages to home computers. In 1971 there were a scant half-dozen manufacturers of wood stoves; now there are 400.

The catalog reports on some odd new fads that are just emerging, including that "amateur insemination," in which women (often lesbians or heterosexual single women) impregnate themselves via artificial insemination. "That's a big new lifestyle around the San Francisco Bay area," Brand says.

Brand is aiming at three audiences: His contemporaries who "have aged into positions of responsibility" (California Gov. Jerry Brown, for one); college students, and citizens who want to perform household repairs cheaper and better than repairmen.

It's all good fun, but I do have reservations. First, the bulky catalog—14½ inches by 11 inches, with a glossy cover that makes it slip off your lap—is hard to read in a chair. You must read it either on a table or a floor. The print is small, and (except for the lovely front and back covers in color) the art is black-and-white; after a while it begins to blur. But the large page numbers are a real plus.

And some of its subject matter can be dangerous, particularly amateur insemination and self-help medicine.

But it all does reflect what's going on in the world today.

Independent Journal Dec '80?

Independent Journal

BART EISENBERG

PAGES

The Next Whole Earth Catalog

***THE** NEXT WHOLE EARTH CATALOG* would qualify as a book you can't put down — only its considerable heft almost defies lifting. Its 600 oversized pages of reviews and excerpts amounts to a browser's paradise of unconsidered possibilities.

The Catalog is dedicated to "The power of individuals to conduct their own education, find their own inspiration, shape their own environment," and the plethora of sources sampled testifies to that ideal. Among the reference books, do-it-yourself books, overlooked classics, magazines and other catalogs — the reader is confronted with topics as diverse as tree planting, tool suppliers, solar green houses, medical self-care, cockroaches, and how to build a better bathtub.

All of this is craftily arranged so that interest in one topic sparks interest in another and toeing the waters of a section can lead to an all-day swim. You discover, not without surprise, that a catalog of Japanese tools, an article on oak beams and a book on calculus (with cartoons) have all absorbed you.

The Next Whole Earth Catalog is the current resurrection of *The Last Whole Earth Catalog* (1970) and *Whole Earth Epilog* (1974) — both out of print. From the beginning, the idea has been to draw attention to good, accessible and useful tools for an independent education — the one that never stops. Materials are suggested & reviewed by assorted people scattered throughout the country, whose credentials can be unique. The "learning" editor, for example, ran a one-shack schoolhouse in the Oregon hills.

In the intervening years, editor Stewart Brand has published the *Co-Evolution Quarterly* out of a modest office with volleyball court in Sausalito's Gate 5 area. The magazine, like the *Catalog*, accepts no advertising, and is of a similar genre except with more emphasis on articles. To my knowledge, it's the only magazine that prints its office gossip on the back pages.

The current *Catalog*, technically the 27th issue of *Co-Evolution*, was produced in about six months by a staff temporarily doubled in size. Although distributed by Random House, it was self-published with all production decisions made in-house. "We put our souls into it," says research editor Art Kleiner. "It would have been impossible to produce any other way."

Bringing a product of the 60's into the 80's has meant surprisingly few cosmetic changes. Fans will recognize the format instantly (its original model was the *L. L. Bean Catalog*. The emphasis has shifted with the times: domes have diminished and computers have blossomed. You can still get information on macrame, but there's at least double the material on practical knots and splices.

How good are the selections? It appears that quality was the criteria no matter what the source. Among the materials receiving praise are the *Wall Street Journal*, the *Sears Catalog* and six books published by *Reader's Digest*. I was pleased to note that my favorite book on writing (*The Elements of Style*) received prominent mention and chagrined that my favorite bird field guide (Peterson) ranked only second. The staff have open minds however, and if you write to argue that the best organic fertilizer has been omitted — they're all ears.

Throughout the *Catalog*, and a chief source of its delight, is the sense that we humans — no matter what our specialty — are versatile creatures with a host of hidden talents. A car mechanic, luthier and cabinet maker may all lurk within you: reassuring stuff in this unsteady age.

★ ★ ★

The Next Whole Earth Catalog sells for $12.50. Until December 21st, you can get it as the first issue of a year's subscription to *Co-Evolution Quarterly* for $14 by sending a check to Co-Evolution, P. O. Box 428, Sausalito, CA 94966. (New subscribers only).

The New York Times Book Review

JANUARY 25, 1981

A classic updated — "The Next Whole Earth Catalog" 3

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archivo

Do It Yourself Is the Message

THE NEXT WHOLE EARTH CATALOG

Access to Tools.
Edited by Stewart Brand.
Illustrated. 608 pp. Sausalito, Calif.: Point / Random House. $12.50.

ECTOPIAN ENCYCLOPEDIA FOR THE 80's

A Survival Guide for the Age of Inflation.
By Ernest Callenbach.
Illustrated. 283 pp. Berkeley, Calif.: And / Or Press. $9.95.

By SAMUEL C. FLORMAN

THE publication of a new edition of the "Whole Earth Catalog," after a lapse of five years, is an event of considerable interest. The previous version, which sold 1,600,000 copies and earned a National Book Award, served notice that the ideas of the counterculture were working their way into the mainstream. We look to this new edition for an indication of how this influence is likely to manifest itself in the 1980's.

In his preface, Stewart Brand, the founder and editor of this much celebrated enterprise, tries to discourage such speculation. Judge this volume, he says, not for its philosophy, as has been done in the past with "frequent superficiality," but for its usefulness as a research tool.

This request sounds reasonable but is in fact ingenuous, for the first thing to be said about this work is that it is an updated apologia from the world of communes and soft technologies — a book of ideas, some of which should not be allowed to go unchallenged.

Edward Spiro

The second thing to be said — although, in accordance with Mr. Brand's somewhat daunting directive, I will expand on it first — is that this 608-page folio is a perfectly splendid catalog and, yes, a useful tool. Its announced purpose, which has not changed in the 12 years since the first edition, is to list and promote materials that help individuals "to conduct their own education, find their own inspiration, shape their own environment." Toward this end it provides information not only in such obvious areas as farming, home repair, crafts, nomadic travel and personal health, but also on more than a hundred wide-ranging, open-ended topics such as philosophy, nature, eco-ethics, sex and civilization.

Following through on Mr. Brand's instructions to reviewers, I looked up a subject that I know something about — house design and construction — and found an excellent selection of recommended reference works, including a cost manual that I had thought was a professional trade secret. Next, looking up subjects that I know practically nothing about — such as beekeeping, quilting and foraging for edible wild plants — I found myself informed, entertained and enticed.

Since the catalog is imaginatively organized and illustrated and consists mostly of recommended books and tools, turning its pages is akin to browsing through a combined book and hardware store — in other words, great fun. Along with the fun, a reader cannot help being impressed by the abundance of solid fact, obviously the result of devoted effort by an energetic staff.

One measure of the achievement of "Whole Earth" is how comparable efforts by others pale in comparison. For example, Ernest Callenbach's "Ectopian Encyclopedia for the 80's," which styles itself as "A Survival Guide for the Age of Inflation," is little more than a compendium of self-evident banalities. Looking up beekeeping, for example, the reader is told that his

Continued on Page 24

Samuel C. Florman, an engineer and builder, is a contributing editor of Harper's and the author of "The Existential Pleasures of Engineering." His latest book, tentatively titled "Blaming Technology," will be published in the fall.

NY Times Book Review (Cont.) Jan 25 '81

Continued from Page 3

local college may offer a course and that his library "certainly has useful books about it." Looking up the subject in "Whole Earth," the reader finds names and addresses of five bee-supply houses; the name, address and subscription price of a beekeepers' magazine; information about where to get plants that bees like (including the name and address of the secretary of an Australian forestry commission from which one can obtain seed varieties of 40 different eucalyptus plants), and reviews of a half-dozen of what one can tell are the best available books about beekeeping.

The book reviews that constitute a large part of the catalog are worthy of special mention. They consist simply of a few sentences by the critic, followed by several brief excerpts from the work itself — sort of a cross between a review and a digest, and totally captivating.

The catalog has been completely reworked and is, in detail if not in concept, substantially new. Of the approximately 2,700 items covered, only 750 were included in previous editions. On first look, it seems as if the editors have made a determined effort to change with the changing times. Domes have practically disappeared (they leaked), along with free schools, China (no longer a model for radical America) and black culture ("seems to be getting a deserved rest these days"). Solar energy, of course, receives much more attention than it did five years ago, as do such other up-to-the-minute subjects as care of the dying, calculators and computers.

Yet nothing so clearly demonstrates the persistence of the catalog's 1960's outlook as does the way it responds to new technologies. Computers, we are told, "seem likely to change our lives more than any technology since the automobile." This is probably true, but for all one can tell from "Whole Earth," the main purpose of the computer is to serve as a consciousness-expanding toy for home use. As we read through the long, densely packed section on computers, we are constantly reminded that in the world of "Whole Earth" it is the personal "trip" that counts.

There is in this book no sign of commonwealth — no industry, no government, no museums, no universities — nothing but the credo of the self-absorbed individual. There is an occasional suggestion that one might want to keep tabs on the world by subscribing to publications — Science and The Wall Street Journal get special praise — but no hint that the larger community is to be lived in, much less contributed to. As the pervasiveness of this attitude becomes apparent, the reader's sense of delight begins to dissipate.

Self-reliance, of course, is what "Whole Earth" is all about, and our first instinct is to approve. Surely it is good to chop wood and tend a garden. Yet *mutual reliance* is what civilization is all about. Without large organizations and specialized labor there can be no high technology, and as a consequence no high culture. Here the editors of "Whole Earth" are at least consistent; they have no more use for the classical arts than they do for traditional life styles. In a section called "Good Reading," they recommend mostly primitive "ethnopoetic" verse, along with a healthy dose of "The Lord of the Rings." For music there is folk, rock and home-made instruments. In painting and sculpture it is much the same — essentially the message is do-it-yourself.

It may seem dyspeptic to find fault with an "alternative" view of society, and indeed I do not quarrel with those few who seek personal fulfillment by "dropping out." But something more is at stake here. Obviously the influence of this unique work — already moving briskly up the best-seller list — is felt far beyond the realm of the counterculture.

It is widely said that the current conservative trend in the nation represents a rejection of the youth rebellion of the 1960's. However, as people struggle to make ends meet in an inflationary age, they show evidence of co-opting rather than disavowing many of the ideas of the "me" generation. On the political right, as well as on the anarchistic left, there are signs that citizens are weary of trying to solve communal problems with large-scale initiatives.

This is fine for upper-middle-class neo-pioneers who engage in organic farming and urban homesteading — more power to them, and I do not mean to belittle their accomplishments. But it will not do for the millions of people who rely upon, and contribute to, the complex technical and social infrastructure that is America. Appeals to self-reliance will not meet the nation's need for water, food, energy and shelter — to say nothing of spiritual and cultural enrichment. Implying that the urban masses — particularly the disadvantaged — can provide for their own life-support systems verges on telling the people that they can eat cake.

Near the end of "The Next Whole Earth Catalog," Stewart Brand alludes to "the desire of much of our market to back the hell out of 20th century confusion." Of course, we can no more back out of the 20th century than we can hang the apple back on the Tree of Knowledge. Nor can we leap into the 21st century as Mr. Brand implies we might in his zany section on space colonies.

What needs to be nourished at this time is the conviction that immense technical and social enterprises are still worth pursuing, and that our new sense of what is environmentally sound and culturally acceptable should be applied to improving such enterprises rather than defeating them. What needs to be guarded against is an unrealistic faith in primitive technologies and a growing mood of selfishness masquerading as self-reliance. ■

New Age in Austin Dec '80?

Wholly New

New Age in Austin would like to direct your attention toward a magazine you may never have run across. Called *CoEvolution Quarterly*, it's worth walking halfway across town for on a rainy night, especially on a rainy night at the present time. I make that statement for two reasons.

First, *CoEvolution* is a great magazine for hobby and serious thinkers. It is edited by Stewart Brand, the presiding genius behind the *Whole Earth Catalog*. Back when the *Whole Earth* came out yearly, there was a quarterly supplement called, with devastating logic, the *Supplement to the Whole Earth Catalog*. After the *Last Whole Earth Catalog* the *Supplement* metamorphosed into *CoEvolution Quarterly*. It appears at the Summer and Winter Solstices and the Fall and Spring Equinoxes. (All activity at our place stops for an hour or two when *CoEvolution* arrives.) A subscription brings 144 pages per issue, for $14.00 a year.

Reviews of books, movies and new tools appear regularly. Recent issues have featured contributions by Gregory Bateson, John Todd, Ursula Le Guin, Robert Rodale, Wavy Gravy, Paolo Saleri, and Gary Snyder; regular cartoon features by Dan O'Neill and R. Crumb; poems, short stories, and fine photography; articles on windpower, light-rail public transportation, the dwindling gene pools of domestic plants, boat restoration, street performing, woman-power, solar housing and ending the arms race and a slew of other good stuff you can get your teeth into.

The quality and content of most articles is very high. If you don't have time to read an issue when it comes out, don't worry. This is material that wears well; it will be just as timely in a year as it is now. With a circulation of only 40,000 nation-wide, there is a close, almost chummy tone of give-and-take between the magazine's staff, contributors and readers.

The second reason for checking out *CoEvolution* right now is 600 pages ... (Okay, we're letting you in on a secret.) There's going to be a new *Whole Earth Catalog* this fall!

In this cornucopia, called the *Next Whole Earth Catalog*, all the material from the *Last Catalog* and the *Whole Earth Epilog* will be updated, collated, and re-evaluated, and extensive new material will be added. It will sell in book stores for $12.50. But here's the best part of the deal: the *Next Catalog* will count as the fall issue of *CoEvolution Quarterly*. In other words, anyone who subscribes to *CoEvolution Quarterly* before December 21, 1980, will get three issues of plus the *Next Whole Earth Catalog* for their $14.00. That ~~—$12.50 catalog for $3.50, or three $3.50 magazines for fifty cents each. Any way you slice it, it's a bargain.~~

~~For subscriptions write to: *The CoEvolution Quarterly*, Box 428, Sausalito, CA 94965~~ Doug Jackson

Tilth Fall/winter '80

The Next Whole Earth Catalog archive

Stewart Brand, Editor. Random House, 1980. $12.50.

This is your *Next Whole Earth Catalog*, folks! It's as big and full of information on land use, soft technology, crafts, community living, politics, energy systems and other important stuff as *The Last Whole Earth Catalog*. The editor, Stewart Brand, hopes to include in the *Whole Earth Catalog* audience "The vast citizenry that has had it with inflation, people who are rapidly finding that when you fix or build your own house (car, education, body, community), you deal in uninflated coin, your time, and don't get taxed on the transaction."

In the lower right hand corner of every spread is a factual gossip column entitled "The Rising Sun, Neighborhood Newsletter," which adds great reading to a great catalog. I believe you'll have as much fun mulling over your *Next Whole Earth Catalog* as you did *The Last*.

–NANCY ROBERTS

"Tilth - ~~Agri. in the Northwest~~ (WA) Fall/winter '80 #3"

MANAS

VOLUME XXXIV, No. 4 — Thirty Cents — JANUARY 28, 1981

Or, those prepared to spend $12.50 for the 608 giant pages of *The Next Whole Earth Catalog* will find a reprint of Giono's tale on pages 78 and 79. This is a good example of the sort of rich material to be found

(Turn to page 8)

Gazette (Canada)

No date, no place (Canada)

Invaluable advice on just everything.

THE NEXT WHOLE EARTH CATALOGUE
Edited by Stewart Brand
Point Random House
608 pp, $16

By JOHN GRIFFIN
of The Gazette

For access to information about subjects that ranges from cybernetics to hot tubs, from the fine art of raising rabbits to the front lines of the new radical technology, from house carpentry to home computers, the massive new *Whole Earth Catalogue* is an invaluable, handsome and humorous guide.

Editor Steward Brand is an ex-member of Ken Kesey's infamous Merry Pranksters, a former aide to California Governor Jerry Brown, and a founding father of what might be labelled the alternate lifestyles movement.

His original *Whole Earth Catalogues* published in the early 1970s neatly coincided with the 'back to the land' fever that had struck college campuses, offices and executive board rooms across North America and Europe.

Created by a skeleton staff in spartan surroundings in Menlo Park, Calif., in 1968, the first catalogue struck a nerve in the American heartland, and much to Brand's surprise, sold like hotcakes.

Now, after a six-year breathing spell, Brand and his dedicated staff have returned with a catalogue update that greatly exceeds the scope of all earlier editions. Over 88 per cent of items listed are new to the catalogue, and cover a staggering range of subjects.

Information about literally everything you ever wanted to know, and a good deal more besides, is set out under a broad system of chapter headings that run the gamut from *Whole Systems* (juicy stuff like space science) to *Nomadics* (including information for trout fisherman), and *Learning*.

The index is thorough and the catalogue is chock-a-block with engrossing photos, graphs and maps.

At times, Brand's editorializing can be a little 'holier than thou' and a laid-back Californian flavor permeates the catalogue, but these are minor quibbles.

Over-all, the catalogue is an invaluable tool for anyone interested in self-education or a change in lifestyle.

It's a dream come true for those who love ordering stuff through the mail, and it makes a great winter read for those dreamers who are content to let their fingers do the walking through the exciting adventures the catalogue describes.

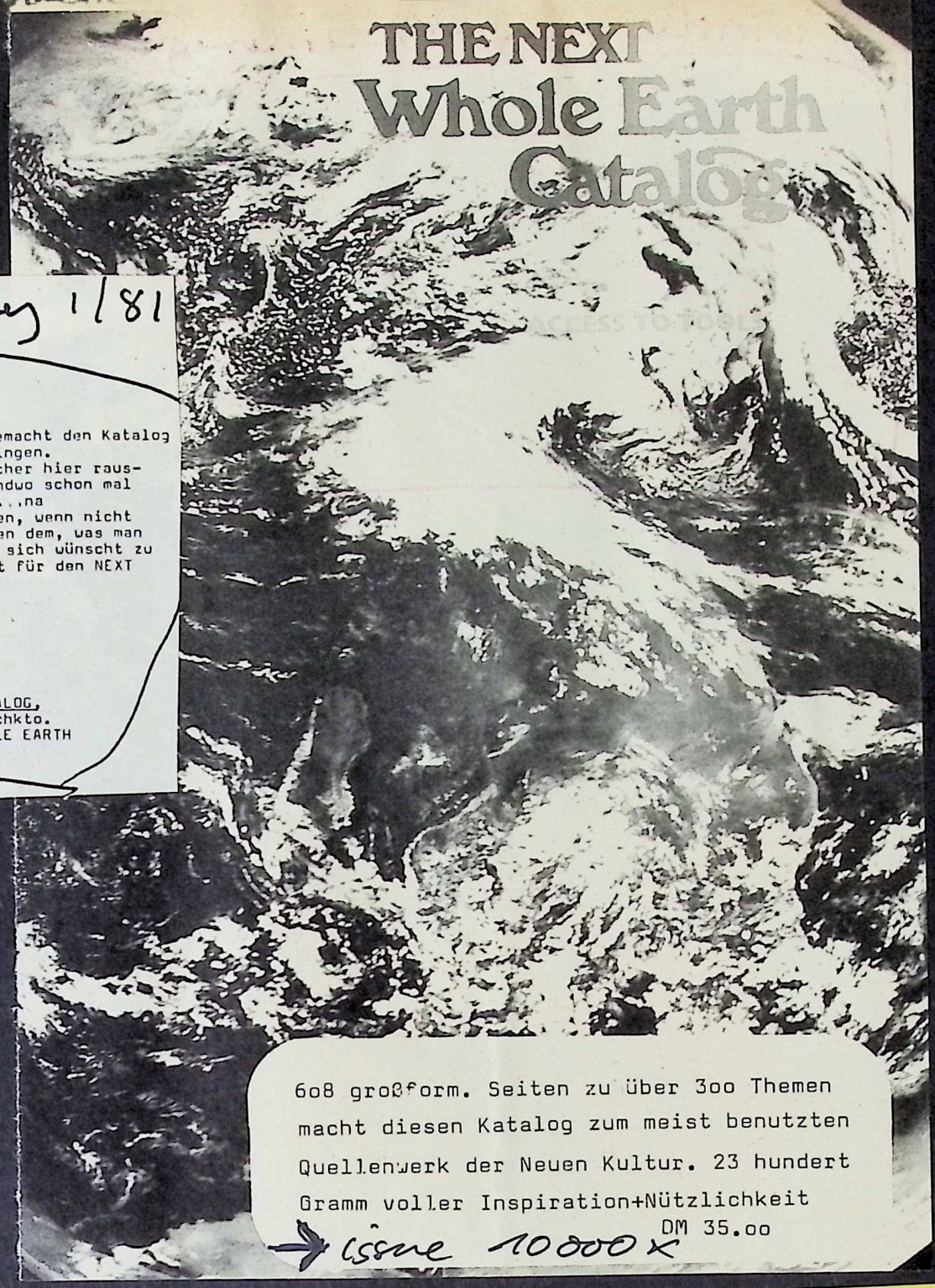
REVIEW—(Continued)

in the latest *Whole Earth Catalog,* which, according to the editor, Stewart Brand, has repeated only 11 per cent of the items in the previous edition.

In fact, this *Whole Earth Catalog*—dirt cheap at $12.50 after you see how much is in it and what it's like—is by far the best one yet. The page size is 11" by 14½", the type small but readable, and the contents an encyclopedia of appropriate technological and cultural intelligence. Nearly six hundred "subjects" are covered, of which water and water systems, bees, land and land acquisition, crafts, communications, and community are a few. There will be sections requiring you to hide your check book in order to get through them unscathed—the one on tools, for example. The catalog is just that—a great big review of what's available and at the same time good, if not the best, that's available, and it probably *is* the best. The reviews—whether of books or machinery or useful gadgets—are by people who have read or used them. (No paid-for advertising.) Stewart Brand has collected a staff of contributors who are experts in using the tools evolved by our society for humane purposes, and they tell what they have learned. A good way to encounter the catalog is to give it ten minutes every morning at breakfast. That way it might last several months, and it's pleasanter reading than the newspapers.

The first section is headed "Understanding Whole Systems," with sub-sections such as Universe, Astronomy, Earth Resources, Evolution, Economics, and Civilization. Mumford's books are described under Civilization, and Economics quotes *Small Is Beautiful* and reviews the books by Ivan Illich. A new feature is an every-other-page department by Anne Herbert, managing editor, who has a light, yeasty touch.

This enormous book seems like a progress report on the best practical intelligence now available. It tells what our civilization is good at, and Stewart Brand has put the elaborate report between two covers with responsibility and sprightly skill, with the help of a talented staff pictured on page 2.



Ginkgo mag. W. Germany 1/81

The Next Whole Earth Catalog

...eine Auswahl von Büchern, Werkzeugen und anderen Produkten nach den Kriterien der Qualität, Nützlichkeit und Dauerhaftigkeit zusammengestellt. Das Merkmal dieses Katalog ist ein breites Spektrum an abgehandelten Bereichen (neu kam hinzu zB. wesentlich mehr über Sonnen Energie, über Computer, Raum Kolonien, künstl. Befruchtung usw.), genaue Bezugsquellenangaben, interessante Artikel und ausgewählte Buchauszüge.

...vom vorherigen Katalog wurden nur 11 % übernommen dazu kommen 975 brand neue Dinge, die extra getestet wurden, ebensoviele wurden aus dem CoEvolution Quaterly übernommen.

...den Leuten hats Spaß gemacht den Katalog in 6 Monaten heraus zu bringen.

...mal gucken, was neue Bücher hier rauskommen, die ich doch irgendwo schon mal gesehen hab, wo denn nur... na

..."man wird sich ruinieren, wenn nicht unterschieden wird zwischen dem, was man braucht, und dem, was man sich wünscht zu brauchen"...ein Kompliment für den NEXT WHOLE EARTH CATALOG *

Am schnellsten und billigsten kommt THE NEXT WHOLE EARTH CATALOG, wenn Sie einfach 35,oo+3.oo(Porto)=38.oo DM auf das GINKGO Pschkto. 161244-757 Karlsruhe überweisen und kurz vermerken *... WHOLE EARTH lieferbar ab Anfang Dezember

608 großform. Seiten zu über 3oo Themen macht diesen Katalog zum meist benutzten Quellenwerk der Neuen Kultur. 23 hundert Gramm voller Inspiration+Nützlichkeit DM 35.oo

→ issue 10000 x

Toronto Sunday Sun nov 9 '80

Toronto Sunday Sun, Ont.
Circ. 355,717
November 9, 1980

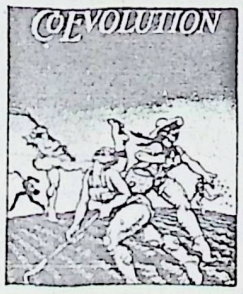
THE NEXT WHOLE EARTH CATALOG: Edited by Stewart Brand, this isn't quite the book you'd choose to take to a desert island if you are to be shipwrecked, but it wouldn't be too bad a choice. It not only tells you a surprising amount of useful information, but it tells you how to get things you might otherwise be groping for — providing, that is, you want whatever it is in the first place. It is a huge book — 600 big pages of small type and it covers just about everything. You can learn what is available in the fields of nuclear danger; how to milk a cow; where to learn all about snakes and the intricacies of mysticism; how to skin an animal and how to start a commune. It is a virtual encyclopedia on living. (Random House; $16)

Peter Worthington

Mutantia (Spain)

COEVOLUTION QUARTERLY

P.O. Box 428, Sausalito, California 94965, USA. (Editada por el equipo del Whole Earth Catalog, cubre temas de tecnologías blandas, comunidades, comunicaciones, aprendizaje, artesanías, ciencias, sistemas, medicina y demás variedades de temas culturales). Cuatro números por año, en inglés, promedio 150 páginas, 14 dólares anuales.



mutantia (Date or location?)

Future Studies Centre newsletter Jan '81

8. "THE NEXT WHOLE EARTH CATALOG"
Enormous! Over 600 pages 11 × 14 inches packed with huge amounts of information, beautiful illustrations and lots of useful contact addresses. Edited by Stewart Brand (also = Editor of Co-Evolutionary Quarterly, Box 428, Sansalito, CA 94965, USA.). With a first printing of 140,000 "The Next Whole Earth Catalog" is able to sell at the surprisingly low price of $12.50. Main sections: "Understanding Whole Systems", "Land Use", "Soft Technology", "Crafts", "Community", "Politics", "Nomadics" (every Kind of travel), "Communications", "Learning" and a very short section on "Business". NOTE: Rod Feilding who is currently working as a volunteer helping us to compile the first update on the above has written to let us know of the plans for a "First British Whole Earth Catalog/ and simulataneously a revision/ expansion of "Alternative England and Wales". Anybody interested please write to "Earthworks", c/o 12 Garnet Street, Lancaster LA1 3PN.

Future Studies Centre newsletter. England Jan '81

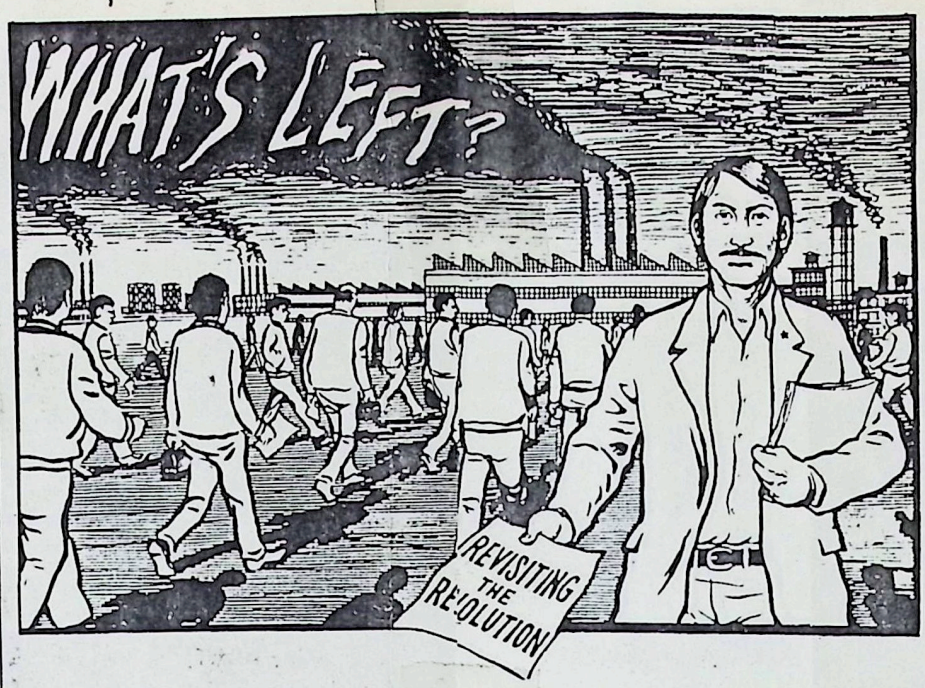
Minnesota Daily 1-27-81

Minnesota Daily Jan 27 '81

Environments

The Next Whole Earth Catalog

Stewart Brand, Editor
Point/Random House, 608 pp.
Paper, $12.50
Reviewed by David Russell



Back when they still made "Bugs," Volkswagen's yearly improvements usually produced an inferior product. A theorem of engineering, as well as biology, states that a properly working system will rarely benefit by accidental change. A corollary might read that no good thing benefits from haphazard or purposeful change.

Quality is what the 1971 publication of *The Last Whole Earth Catalog* was all about. Designed as an access to high-quality and low-cost tools, the *Last Catalog* was a massive success (1,600,000 sold). When *The Next Whole Earth Catalog* first came out my inclination was to see how far it had fallen. But, bucking the natural order, the *Next Catalog* is a shining improvement.

The Catalog remains, as editor Stewart Brand dreamed: "A catalog of goods that owed nothing to the suppliers and everything to the users."

In 1968, with the help of some San Francisco friends and $100,000 inherited from his parents, Brand, formerly one of Ken Kesey's Merry Pranksters, began assembling the first *Whole Earth Catalog*. He based his idea on the L.L. Bean catalog:

> *I pondered upon Mr. Bean's service to humanity over the years. So many of the problems I could identify came down to a matter of access. Where to buy a windmill. Where to get good information on bee-keeping. Where to lay hands on a computer without forfeiting freedom.*

Included in the Catalog were brief reviews of quality and low-cost tools. The term tool refers here to just about anything useful, including books and clothing, or even portable showers. All items listed were easily available by mail, either directly from the manufacturer or from the Catalog's store. The Catalog also was a forum for the exchange of ideas and issues. Articles on energy, the environment, and Buckminster Fuller's writings dominated it. This balance between a mail order catalog and an educational magazine proved a fascinating mixture.

Between critical acclaim from the national media and a growing audience interested in alternative lifestyles Brand soon made good on his investment. By 1971, his three years of hard work ended with the *Last Catalog*. A curious paragraph was included in that issue: "Note. This really is the last Catalog. . . . Let us R.I.P. Write to one of our kindred publications. Or start your own catalog."

Not surprisingly, after the Catalog's success, a lot of folks took Brand's advice. Or, if not the advice, at least the name. By 1980 there were 27 books in print titled The Whole ----- Catalog.

In the meantime, Stewart Brand and company were reneging on the "Last" part. In 1973, a new periodical version of the Catalog, *Coevolution Quarterly*, came out. Then, in 1974, *The Last Whole Earth Epilog* was published. In *Coevolution*'s eight years it has never had quite the same success as the Catalog. Circulation has remained low and the magazine never seems to break even. I don't know if finances were part of the reasoning behind the *Next Catalog*, but the potential revenues probably didn't discourage the project.

Times have changed and so has the *The Whole Earth Catalog*. Changing too is the Catalog's audience. Brand acknowledges that the *Next Catalog* is aimed at expanding the alternative lifestyle readership established ten years ago. The charter members of the '60s generation are now in responsible positions, with more money to spend on things like catalogs and their contents. The *Next Catalog* also hopes to draw in today's college-aged readers and anyone fed up with inflated prices for poor-quality products.

No matter who buys it, the $12.50 is well spent. The *Next Catalog* is a resource that returns the initial investment by introducing the user to good-quality items. Money aside, it's just good, fun reading. This is one of those books to pick up in an idle moment and lose yourself in. Like its predecessors, the *Next Catalog* is divided conceptually into chapters on Understanding Whole Systems, Land Use, Soft Technology, Craft, Community, Politics, Nomadics, Communications, and Learning. Within each area is a blend of tool reviews and articles.

The *Next Catalog* reflects the maturation of its creators over the past decade. Not only are the lay-out and organization vastly improved but the barely readable hip sixties lingo has been replaced by lucid, interesting writing. For instance, the *Last Catalog* reserved a block on every other page for a boorish tale titled *Divine Right's Trip*. Luckily, both story and author are absent from the *Next Catalog*. In its place is *The Rising Sun Neighborhood Newsletter*, a series of short blurbs by Anne Herbert, the production editor. Herbert is a thoughtful writer; her newsletter alone is worth the price of the book. A couple examples:

> *Pam went to Beloit College in Wisconsin. Daniel said that sounded like a frisbee landing on its side and Pam said they used to say it sounded like a marble dropping in a toilet.*
>
> *I've noticed that when I meet people my own age who seem to have had a truly incredible number of adventures, they turn out to have not gone to college, so instead of doing one thing for four years they started doing two or three things a year as soon as they left high school.*

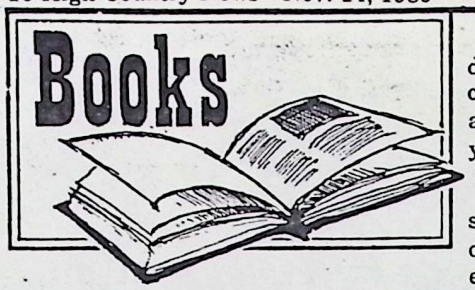
Of course, catalogs require updating. Of the 2,700 entries in the *Next Catalog*, 36 percent are new. The rest are updates and articles from past catalogs and *Coevolution Quarterly*. More importantly the ideology of the Catalog has been brought up to date. The *Last Catalog* was preoccupied with self-sufficiency and survival. Without sacrificing social and environmental concerns the *Next Catalog* is oriented toward simplicity in living. This change is bound to place the Catalog more in the mainstream of American culture.

My only complaint with the *Next Catalog* is its gross regionalism. I'm afraid the Catalog's usefulness shrinks with increasing distance from the west coast. For instance, I looked in vain for entries on winter clothing and other winter tools. Cold and snow are treated as something encountered on weekends in the Sierras. Unfortunately, the "life doesn't exist east of Berkeley" attitude becomes increasingly annoying as you read the catalog.

In all fairness however, the Catalog's entries are submitted and reviewed by the users. Since most of the readers live in California the dearth of Midwest entries is understandable. The Catalog pays $15 for suggestions and paragraph length reviews so many Minnesotans could turn a quick profit for suggestions on winter gear or locally produced quality items.

High Country News
Nov 14 '80

 MAN TO RANDOM HOUSE



THE NEXT Whole Earth Catalog

Edited by Stewart Brand, Point, Random House, New York, 1980, paperback, $12.50, 608 pages.

Review by Joan Nice

Though duct tape, **Sears Catalog**, bag balm, **High Country News**, and books about space colonies are all worth knowing about, we never expected to find them displayed in the same place.

But the **Next Whole Earth Catalog** describes and evaluates the lot — and over 2,650 other items of both greater and lesser utility, depending upon what your interests are.

The scope of the offerings is impressive: 63 pages of solar items, 12 pages on computers, plus sections on trees, eco-ethics, underground architecture, old building preservation, urban homesteading, medical care and fitness, care of the dying, hang gliding, wind surfing and video.

A vague sense of mission holds the diverse subjects together. In the introduction, Editor Stewart Brand reveals at least two ways of looking at the book's purpose, "I'm editing the **Next Catalog** because I think people have the affluence and time to use the book to refine their lives. Jason (Jason Epstein of Random House) is distributing it because he thinks people will need it to save their lives. What's your excuse?"

The book is clearly a product of some with-it Californians, and that may turn off people who have had enough of hang gliding and hot tubs. But on the other hand, the book is not all soaring and soaking. Its thoughtful attempts to elevate everyday living may prove attractive to many readers — especially those who live in communities that are intellectually set in their ways.

Taken together, the catalog items reveal an age that is obsessed with "personal power: the power of individuals to conduct their own education, find their own inspiration, shape their own environment and share the advantages with whoever is interested."

P. C. Herwig Co.

Calls itself Square Knot Headquarters, has cords, belt buckles, rings, beads. —SB

P.C. Herwig
Information
$1.00 from:
P.C. Herwig Company
Route 2
Milaca, MN 56353

DREADNAUGHT CORD No. 120
Highest Tensile Strength

The introduction points out that some of the categories have changed since the first **Whole Earth Catalog** was published 12 years ago. Domes and free schools have almost disappeared, and black culture "seems to be getting a deserved rest these days." While previous versions of the catalog were linked by reviewers to the back-to-the-land movement, Brand is careful to aim at a broader audience for this publication. "Back-to-Basics certainly is a major point we make, but so is Onward-and-Upward (space, computers, electronic music), and Outward-in-all-Directions So-Long-As-It-Doesn't-Hurt-Anybody-Probably."

In an undertaking this large, it's not hard to find blind spots. For one thing, the catalog includes three pages on the political left, but only a single item on the right. In view of the last election, that imbalance may be extremely short-sighted.

The compilers, in their self-conscious way, tell us that it took some 14 acres of trees to provide the paper for the first 140,000-copy printing of this huge paperback. When they are not feeling such guilt pangs, they are opinionated, arrogant, conscientious, thoughtful and full of joie de vivre. For that, a grove of trees seems a small price to pay.

HERB CATALOGS

Otto Richter & Sons Ltd.
Catalog
$ .75 from:
Otto Richter & Sons
Herb Catalogue
Goodwood, Ontario
LOC 1AO
Canada

Otto Richter has the largest herb seed catalog, with ancient and common herbs, 10 varieties of basil, carob, belladonna, and even seed for dye plants.

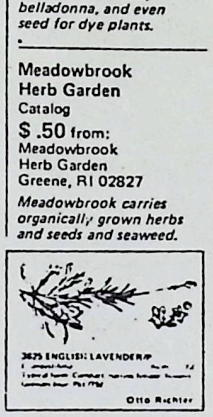
Meadowbrook Herb Garden
Catalog
$ .50 from:
Meadowbrook
Herb Garden
Greene, RI 02827

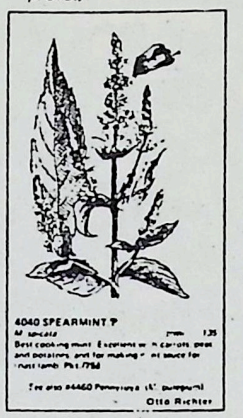
Meadowbrook carries organically grown herbs and seeds and seaweed.

Greene Herb Gardens
Catalog
free from:
Greene Herb Gardens
Wyoming, RI 02898

Greene's Herbs has a small selection but several hard-to-find herbs are offered. Reasonable prices, and their "catalog" is a charming newsletter.

(See herb suppliers, p. 373.)





"THE LAST WHOLE EARTH CATALOG" SOLD NEARLY TWO-MILLION COPIES AFTER ITS PUBLICATION IN 1971.

A DECADE LATER, STEWART BRAND AND HIS COLLEAGUES HAVE PRODUCED "THE NEXT WHOLE EARTH CATALOG"... AN UPDATING OF THEIR POPULAR GUIDE TO THE TOOLS NEEDED FOR SELF-SUFFICIENCY.

THE PURPOSE IS STILL STRAIGHT OUT OF THE 1960'S-- A GUIDE TO HELP PEOPLE EDUCATE THEMSELVES, SHAPE THEIR ENVIRONMENT AND SHARE THEIR ACTIVITIES.

THE LARGE FORMAT PAPERBACK INCLUDES 27-HUNDRED ITEMS... ONLY 11 PERCENT REPEATED FROM THE LAST CATALOG.

BRAND NOTES THERE ARE 63 NEW ITEMS, FOR EXAMPLE, ON SOLAR ENERGY-- WHICH ONLY RATED TWO MENTIONS 10 YEARS AGO. OTHER TOPICS WITH A NEW EMPHASIS INCLUDE COMPUTERS, VIDEO, SPACE COLONIES, WOOD STOVES, OLD BUILDING PRESERVATION, FITNESS, CARE OF THE DYING AND TREES AS THE SOLUTION FOR EVERYTHING.

IN MOST CASES, THE CATALOG REFERS ITS READERS TO OTHER BOOKS AND SOURCES OF INFORMATION. BUT IT ALSO INCLUDES ESSAYS AND COMMENTS ON AN INCREDIBLE VARIETY OF TOPICS. ("THE NEXT WHOLE EARTH CATALOG," EDITED BY STEWART BRAND, PUBLISHED BY RANDOM HOUSE, $12.50. REVIEWED BY DUSTON HARVEY.)

UPI

New West
June 30 '80

STRATEGIES FOR HARD TIMES

Small Is Inevitable

WHY SHOULD IT TAKE a recession to make us realize that doing the right thing can actually pay? For years, ecology-minded people have preached that we should pollute less, conserve energy, recycle. Doctors have told us we'd be healthier if we ate more sensibly and exercised more. Devotees of simple living have urged us to spend less time chasing material goods in order to free ourselves for deeper enjoyments.

We listened, felt guilty, did a little better, relapsed, tried again. But Americans have always paid far more attention to economic considerations than to moral exhortation. Now comes the recession, and what does economic necessity dictate? Cut back on those polluting cars, eat more wholesome, inexpensive foods, buy less! What's going on here?

We have basically two options in an economic squeeze: increase income and/or decrease expenditures. Most Americans are already scrambling their hardest for the shrinking dollar. Moreover, the real income of many Americans—including a substantial part of the middle class—has been sliding gently downward for some years now, even aside from the current recession. So where do we find the really big opportunities for cutting our outlays in these straitened times?

Our society spends between an eighth and a quarter of its entire income on the automobile—for factories, gas and oil, highways, police, courts, hospitals, insurance, repairs. If you did a careful cost analysis, you would find that you, too, spend far more on your car than you think.

Thus the single greatest economy open to you is to get rid of your car. At first this probably sounds as appealing as the amputation of a leg. But when you consider that life without a car is the equivalent of receiving up to a 25 percent pay raise, tax-free, it begins to have more appeal. Not to mention the intangibles: People who give up their cars develop new friendships; they begin to have proprietary feelings about their local turf. They feel like *citizens*, not just drivers. Bicycles are an especially virtuous replacement for cars. They do your cardiovascular system a big favor.

A second major area in which ecological consciousness pays off is diet. As we all know, Americans are generally overweight and rank low by many international health measures. A chief reason for these health disasters is that we consume so much animal fat—in fatty meats, creamy cheeses, lard-laden pies and cakes, fried foods.

For inescapable biological reasons, these foods are also the most expensive in our diet: They come from "higher up on the food chain." If we eat a pound of grain ourselves, it's relatively cheap. But to produce a pound of meat we must feed seven pounds of grain to a steer. So the lesson is clear: You are better off in body and in wallet if you switch your eating toward poultry and fish, fruits, vegetables (*especially* vegetables) and inexpensive carbohydrates—rice, beans, corn.

Your third controllable major outlay is for housing. The recession is speeding up our already considerable tendency to share dwellings. Once common mainly among students, this trend has spread throughout the young population. Living with other people is, for many of us, healthier as well as cheaper than living alone in a tiny studio apartment. It allays loneliness, gives a varied social context to our lives and helps us to live better by sharing friends and resources.

Household utility bills are a fourth major area in which you can make substantial savings by being ecologically responsible. You save greatly by setting your furnace thermostat at 65 degrees and your air conditioner at 80 degrees. Flow restrictors in shower heads cut water heating bills a surprising amount. Seal the air leaks around windows and doors; close your chimney damper. Turn off the pilot lights on your stove—you can save 30 percent of the gas you use to cook.

This kind of homey thrift is a return to economical habits familiar to many older Americans. Whether you practice it from ecological consciousness, recession pressure or just a dislike of excess, you'll be helping to make our society less wasteful and more self-reliant. We're increasingly a nation of savers, fixers, recyclers, scroungers, barterers. From our new fondness for flea markets and garage sales to our new tendency to drive less, we're changing our ways. The watchwords for the coming era are: higher consciousness and lower consumption.

—Ernest Callenbach

Ernest Callenbach is the author of Ecotopia. *His* Ecotopian Encyclopedia for the Eighties—*a guide to survival in the age of inflation—will be published by And/Or Press in February.*

A Recession Reader

The Art of Eating, by M.F.K. Fisher, Random House, $6.95.

Bargain Hunting in L.A., by Barbara Patridge, J. P. Tarcher, $5.95.

Bargain Hunting in the Bay Area, by Sally Socolich, Wingbow Press, $5.

Better Than Store-Bought, by Elizabeth Schneider Colchie and Helen Witty, Harper & Row, $12.95.

CoEvolution Quarterly, P. O. Box 428, Sausalito, Calif. 94966, $14 per year, $25 for two years.

Complete Kit House Catalog, by Frank Coffee, Wallaby Books, $6.95.

Consumer Information Catalog. Lists booklets from almost 30 agencies of the federal government on how to fix your car, how to save money on food, health care, energy and other household expenses. Published four times a year by the Consumer Information Center, Pueblo, Colo. 81009, free.

Free Stuff for Cooks. The best free and up-to-a-dollar things cooks can get by mail. By the Free Stuff Editors, Meadowbrook Press, 15235 Minnetonka Boulevard, Minnetonka, Minn. 55343, $2.95, $3.45 postpaid.

Free Stuff for Kids. The best of free and up-to-a-dollar things kids can send for by mail. By the Free Stuff Editors, same as above.

Freebies Magazine, P. O. Box Y, Santa Barbara, Calif. 93102, $6 per year (nine issues), $11 for two years.

Innards and Other Variety Meats, by Jana Allen and Margaret Gin, 101 Productions, $7.95 hardcover, $4.95 paper.

The Integral Urban House: Self-Reliant Living in the City, by the Farallones Institute, Sierra Club Books, $12.95.

Log House Book, by Jack Kramer, New American Library, $4.95.

The Next Whole Earth Catalog. To be released this fall. By CoEvolution Quarterly, Random House, $12.50.

The Mother Earth News, P. O. Box 70, Hendersonville, N.C. 28791. One year (six issues) $15.

Places to Go With Children in Northern California, by Elizabeth Pomada, Chronicle Books, $4.95.

The Recycler. Classified ads and public service announcements are free in this newspaper for private parties. Distributed only in L.A. County and parts of Ventura and Orange counties. For a subscription write to *The Recycler*, 2898 Rowena Avenue, Los Angeles, Calif. 90039, 10 weeks (10 issues) $17.50.

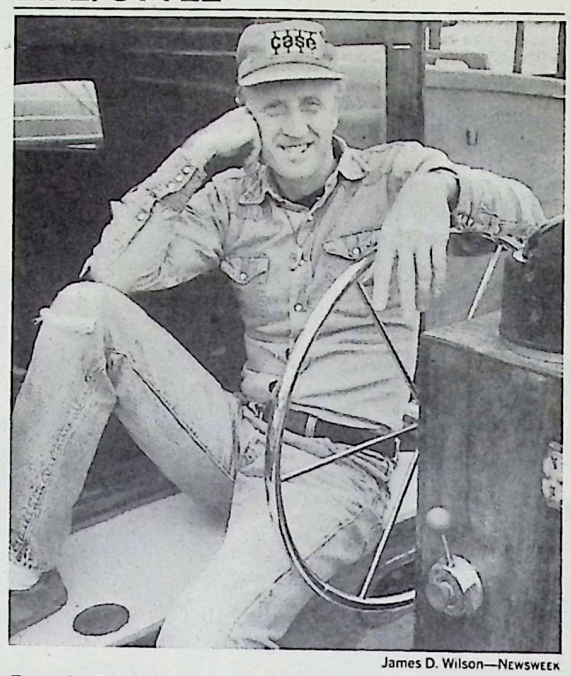
San Francisco Free for All: Over a Thousand Absolutely Free Things in the Bay Area, by Art Silverman, Full Circle Books (October), $5.95.

Unmentionable Cuisine, by Calvin W. Schwabe, University of Virginia Press, $20.

NEW WEST MAGAZINE

NE WEST

Newsweek
Nov 17 '80



James D. Wilson—Newsweek

Brand afloat: A guide to the '80s from a '60s refugee

Whole Earth Revisited

Back in the 1960s, when the counterculture was in flower, publisher Stewart Brand's "Whole Earth Catalog" became the indispensable guide for muddling through the apocalypse. With its evaluations of everything from dope-growing to carpentry tools, the where-to-find-it mail-order manual appealed to hippies and handymen alike and became a surprising hit: the so-called "last" version in 1971 sold more than 1 million copies and won a National Book Award. Now Brand is back to provision the '80s with "The Next Whole Earth Catalog" *(Random House, $12.50)*. The new version touts such gadgets as solar-powered beanies and jumbo jaw harps. But its most notable feature is that, like Brand himself, the new catalog is more upbeat and upscale. "It used to be back-to-basics," he says. "Now it's mostly onward and upward."

The 1980 edition is practically Sears size—describing 2,700 items on 608 quarto pages—and Brand has broadened his ambitions, too. In addition to the college students, dropouts and hobbyists who have long formed the book's core audience, Brand hopes to reach "the vast citizenry that has had it with inflation, people who are rapidly finding that when you fix or build your own house [car, education, body, community] you deal in an uninflated coin."

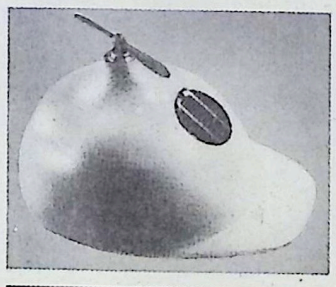
In his 1960s salad days Brand used to trip out with Ken Kesey's Merry Pranksters and helped create San Francisco's first "be-in." But like many an aging hipster, Brand, at 41, has taken a neoconservative tilt. "I'm a small-business man who is hit with the same kind of problems that face any small entrepreneur," he says. One of his chosen current books: "Free to Choose," economist Milton Friedman's defense of free markets.

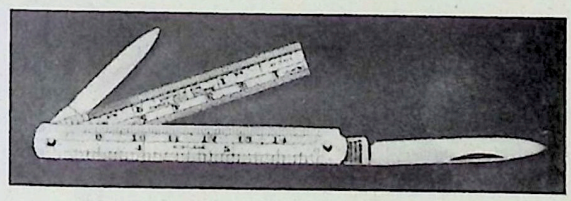
Spaced Out: Brand and the catalog staff of 25 have hardly narrowed their horizons, however. A biologist and scifi fan, Brand argues that the satellite colonization of outer space will soon seize the public fancy and gain political momentum—perhaps as a safer competition than the weapons race. "Liberals and environmentalists hoot in derision," he writes. "Then, a year later, some of them are back for a second look." As usual, Brand enlivens his account of the sublime with touches of the ridiculous. Two pages, for example, are devoted to a biologically explicit interview with former astronaut Russell Schweickart about bathroom techniques in space, complete with intriguing diagrams of assorted tubes and containers that no nongravitational toilet should be without.

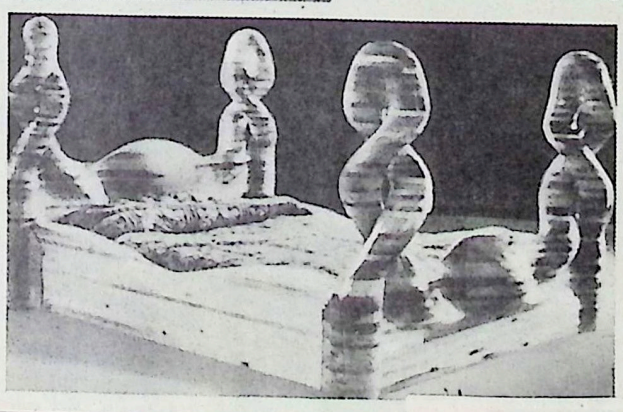
The catalog's lofty credo remains unchanged: "We are as gods, and might as well get good at it." But its editorial changes reflect the shifting ins and outs of countercultural fashion. Social experimenters may note that the section on "free schools"—an alternative educational favorite of the '60s—has been largely supplanted by a treatise on teaching your child at home. The avant-garde geodesic domes of yesteryear are dismissed for their "notorious leaking"; underground houses are now the thing. Drugs are down but sex is up—condoms, vibrators and artificial-insemination methods for lesbians are reviewed in detail. Brand remains steadfast, however, in his devotion to solar energy. In 1971, he says, he could find only two solar items to list; now 63 "solar goodies" appear, ranging from barbecue grills to thermal shutters.

Gentle readers who simply seek a better hay bucker's apron, hand loom or clavichord kit need not abandon hope: all are listed in the new edition. The L.L. Bean watch caps that once caught Brand's fancy are back again, along with camping gear, freeze-dried food and shotguns. Those back-to-basics necessities have attracted a brand-new underground to the catalog: the growing cadre of survivalists who are stocking up for the economic collapse and social disorder they foresee. Yet Brand today is not quite as serious as he once was about outfitting the survival kit for doomsday. "We were the 'now generation' because we figured that there would be no then," he chuckles. "We were completely apocalyptic. The sky was falling, the population was exploding, people were starving, yet we went on. When the energy crisis finally happened in '73, we said, 'Aha, it's here, the end of the world.' It turned out we were wrong again."

Overrewarded Children: For a former psychedelphic oracle, Brand seems uncommonly willing to admit errors past. Of the heady '60s, Brand now says: "We were all outlaws who became responsible citizens—one of us even governs California. [Gov. Jerry Brown once hired Brand as a $2,000-a-month "idea man."] We were looked at as the guiders of the culture. But we were also overrewarded children. Can you imagine anything more boring than getting stoned all the time and bumping into each other?" These days, except for the occasional rock-concert joint, Brand says, his preferred high is sailing. He draws about $26,000 from his "Whole Earth" enterprises and lecture fees, enough to maintain a fleet of three small sailboats and a cabin in California's Marin County. "Living below your means is a cheap way to be rich," he says. He is divorced, he still wears T shirts and faded jeans, and he does not yet possess a solar beanie.







Cataloged: Solar-powered beanie, versatile pocketknife, sculptured bed and karate for the '80s

LYNN LANGWAY with PAMELA ABRAMSON in San Francisco

Braverman, Mirisch
Advt.
Radio announce.

THE NEXT WHOLE EARTH CATALOG
Random House

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"A WORD ON BOOKS"
by Millicent Braverman
Aired: 12/24/80

This is Millicent Braverman with today's "Word on Books". If you're looking for a giftbook for someone unconventional, independent and adventuresome, try THE NEXT WHOLE EARTH CATALOG. It is the latest and ultimate mail order catalog for what was once called the counter culture. The first WHOLE EARTH CATALOG was a world-wide best seller and National Book Award winner. And editor Steward Brand's THE NEXT WHOLE EARTH CATALOG is even better. In these 608 pages, you'll find the how-to world made accessible. You'll find entries on everything you need to know about living off the land, from hydorponics, through farm and garden equipement. Or try solar research, house design or home repair. THE NEXT WHOLE EARTH CATALOG has a breathtaking range of subjects--from medical self-care through computers, urban homesteading and even space colonies. In short, THE NEXT WHOLE EARTH CATALOG is an imcomparable source book. It's the back to the earth philosophy of the 60's made into legitimate and non-nonsense practicality. It's a survival book with vision. And as increasing numbers of people rebel against inflation and beauracracy, THE NEXT WHOLE EARTH CATALOG offers entries that seem ever more logical and appealing to any thinking human being. You don't have to be a former hippy to benefit from this book. All you need is an appreciation for traditional American self-reliance, and the ability to dream.. THE NEXT WHOLE EARTH CATALOG is published by Random House. This is Millicent Braverman with today's "Word on Books".

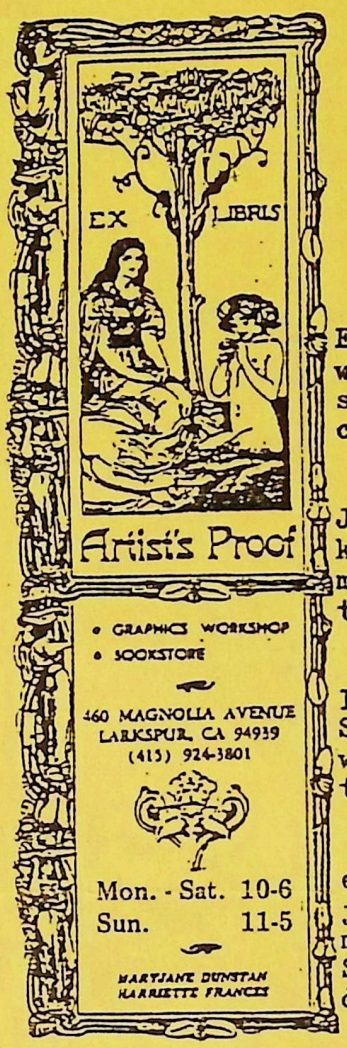
BMI, LOS ANGELES, CA 90069: 9255 SUNSET BOULEVARD • SUITE 308 • (213) 274-5204 BMI, IRVINE, CA 92715: 2061 BUSINESS CENTER DRIVE • SUITE 210 • (714) 833-7870

Newsletter of ARTIST'S PROOF

FANMAIL/REVIEW

the chopmark

Vol. V, No. 11 November 1980
Larkspur, CA



OUR PERSONAL EARTH

In the preface to THE NEXT WHOLE EARTH CATALOG, Editor Stewart Brand tells me how to review it. He wants me to first look up a subject I know, check how his staff performs; then try one I don't know and see if they can get me interested.

Okay. I know something about Battery Power, p. 200. J. Baldwin, "Soft Technology Evaluator" for the catalog, knows more than I. He even reviews the old edition of my book and puts it down as "beginners-only," which is true.

Something I didn't know anything about was Amateur Insemination, p. 345. Now I have read every word of Susan Stern's step-by-step procedure for procreation without sex. Did she interest me? Yes, maybe even titillated me a little.

Frankly, this comes closer to my own idea of how to enjoy a catalog. I like to start at the beginning and just turn the pages. I stop whenever something catches my eye, pausing to learn about anything new to me. Sometimes I pause to fantasize lazily about how the item described might change my life.

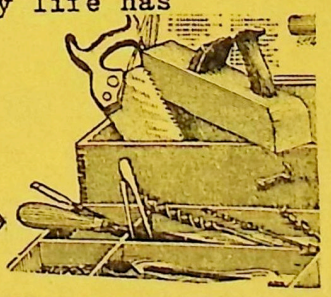
I spent almost a half-hour the other day with Gump's Christmas catalog. Wasted time? Maybe, maybe not. I spent more than six hours yesterday with THE NEXT WHOLE EARTH CATALOG, and I'm not finished yet.

This big book is 11" x 14" with 608 pages. That's 93,632 square inches, or more than 650 square feet, of pica-sized fuel for fantasy and inspiration. I've begun to learn in detail about home computer networks and about Bread & Roses in Mill Valley. I'm fantasizing about the semi-underground, solar-powered, poured-concrete house I could build myself.

I've also begun to learn about Stewart Brand and a bunch of thoughtful young people in Sausalito. Their written style is strongly personal and unusually direct. For me, it was a little self-conscious at first. Then I got very personally involved and decided that there's powerful communication here.

Access to Tools is the sub-title to the catalog, but I think the book itself is a mighty good tool. Whether or not I go beyond the fantasy and send for one of the whole earth products described, my life has already changed. And it only cost me $12.50

J. O. Bugental



News Journal
Oct 24 '80

archive

Futurist grooms his campus audience for life guided by choice

STEWART BRAND

By Jeannie Gorgas

MANSFIELD — Stewart Brand sees a future guided more by choice and less by necessity.

A futurist, author and publisher of "The Last Whole Earth Catalogue," Brand shared his views on the future with a group of about 300 people Thursday as the first lecturer in the OSU-Mansfield 1980-81 Arts and Lecture Series.

That there has been no major war in the past 35 years is a factor forcing people to deal with choice rather than necessity, he said.

Affluence is likely to increase in the future, and there are chances of an apocolypse, either economic or military, he predicted.

Some will respond to such a future by backing out of the 20th and 21st centuries and living in another time, Brand said. "There will be others who will disappear into the computer . . . There already are," he continued.

Life in the future will be more flexible, Brand noted, predicting more mobility by people between different environments such as the city and the country. Increased movement between environments likely will increase tourism, he said.

In the government of the future, Brand said there will be a decentralization where more is done locally and less on a federal level. Citing another author's book, Brand said there is a suggestion that "hierarchies we've grown used to . . . have outlived their usefulness." That author suggests the United States presidency is dead, he said. "Who's President becomes less and less relevant," he continued.

The publisher said such a future government holds more hope.

The technology of the future, Brand explained, is home computers, which perhaps are a "generational division" in our time. If you look at who's playing with the home computers in businesses that sell them, he explained, it will mostly be people under 20 years old.

The pendulum is swinging back in favor of cities, and communal living is becoming less stigmatized, he said, attributing changes to economics.

Due to the high cost of commuting long distances, people are returning to the cities, he pointed out.

Responding to a question about the future of communes, Brand noted that political communes fell apart instantly.

But as economics once made marriage the human focus, economics are now filling those old, huge homes with six to 10 adults, Brand said: Such a living arrangement is cheaper, he noted, defining it as a six- to eight-income family.

"As more and more people do it, the stigma goes down," Brand said, adding the interest in communal living is not a highly visible "movement." "Everyone is just doing it on their own," he said.

Communal living also provides a nice environment for raising children, Brand continued. The eight to 10 adults in the commune take the load of raising the children off the biological parents, he said.

In gay communities in and around San Francisco, Brand said, lesbians who have communal living arrangements are now having children he called "oven-baster babies." There is no sex involved, he said, explaining gay men are serving as sperm donors for the women.

"The family is in flux here," he said.

Brand, 41, graduated from Stanford University, majoring in biology. After living with American Indians for two years, Brand began touring communes in New Mexico, peddling wares and learning about alternative lifestyles. In 1968, he settled for a time in Menlo Park, Calif., where he started the Truck Store which sold supplies to young homesteaders. It was there that he launched "The Whole Earth Catalogue."

The catalog became an almost immediate success. Literary critics hailed it as a bridge between the counterculture and the larger culture, between alienated youth and ordinary citizens.

The catalog advertised a blend of practical items — tools and books — and dealt with everything from cabin building to cosmology. Throughout its pages are Brand's personal ideas and philosophies on how people could increase their self-sufficiency, heighten their appreciation of nature and develop more ecologically responsible lifestyles.

In addition to being a naturalist, poet, educator and mystic, Brand also was one of the first successful countercultural businessmen.

• • •

THE WHOLE TRUTH: One of the few really useful by-products of the late, unlamented Aquarian Age was *The Whole Earth Catalog,* a hefty mail-order guide to tools, how-to books, small-scale agricultural equipment and other quality do-it-yourself accessories. This month the concept is being resurrected with *The Next Whole Earth Catalog: Access to Tools.* Edited by Stewart Brand, who piloted editions of the *Catalog* from its 1968 debut to 1974's *Whole Earth Epilog,* this updated version is 608 pages, with 36% completely new information. Random House distributes the $12.50-list softcover book.

Brand abandoned the *Catalog* to edit the *CoEvolution Quarterly* in '73. He only decided to revive the *Catalog* because "it began to be embarrassing that so many orders (an estimated 25,000 per year) were still coming in for *The Last Whole Earth Catalog* (published in 1971), even though it's so out-of-date

now," he said. "It was the sheer labor of it that kept us from doing another complete *Catalog* until now."

From his Sausalito offices, a staff of 24 have been working with Brand for the past six months to develop the new *Catalog,* which includes sections on home computers; info on mail-order plans for constructing your own carnival, right down to the rollercoaster and candy apples; and locally tested techniques for artificial insemination. According to Brand, "We've gathered a lot of information on how to collect donor sperm, keep it alive for an hour's drive across town, and then how to insert it to achieve pregnancy." Science marches on...

Boulevards
nov '80

Random House Catalog nov '80

Random Hse. Catalog

archive

THE NEXT WHOLE EARTH CATALOG

Access to Tools

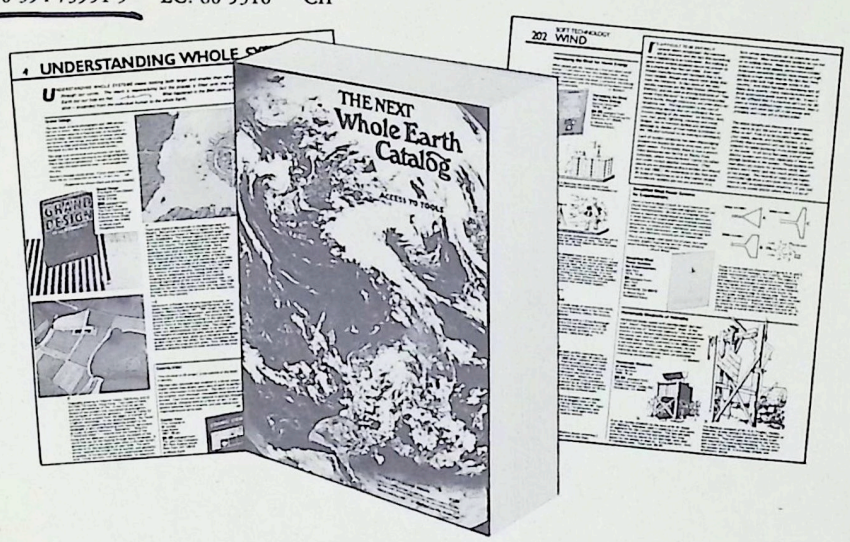
edited by Stewart Brand

The phenomenal best seller of the 1970s is now bigger and better than ever—completely revised, updated, and redesigned to help us survive the economic, ecological, and political perils of the eighties.

The comprehensive, how-to-do-it, where-to-get-it reference manual is expanded by more than 150 pages. Stressing self-reliance as the better way (indeed, nowadays for most of us the *only* way), it ventures boldly and authoritatively into areas of particular concern for this decade: home computers; the latest in medical self-care; best home tools and suppliers; an evaluation of running and exercise books; hospices for the dying; birth-control systems; farm-supply catalogs; solar energy and alternative technology; how to be an entrepreneur without going to business school; plus much more specific information that will help anyone—from the innovative young to the determined elderly—to cope successfully with the vagaries of our times.

The new or revised listings meet the same stringent criteria for inclusion (as the old): an item only appears if it is 1) useful as a tool, 2) relevant to independent education, 3) of high quality or low cost, 4) easily available by mail. The original *Catalog* (1968) was a National Book Award-winner, went through several revised editions, with total sales of 1.6 million copies.

November • catalog • 608 pages • 11 x 14½ • illustrated throughout • paper $12.50
0-394-73951-5 LC: 80-5316 CIP



NOVEMBER / 23

NY Times Book Review nov 16 '80

The hippie heritage. What ever became of those young people of the 60's and early 70's who talked a lot about the New Consciousness and counterculture, who experimented with psychedelic drugs and pursued alternate life styles on communes? Some are making their mark in the world of books. Some examples:

The whole earth. In 1972, a National Book Award was presented to a bulky paperback that the judges declared was "probably the only book on contemporary affairs published in 1971 that will be remembered 100 years from now." The book: "The Last Whole Earth Catalog," a zestfully annotated listing of tools, services, books and other sources of inspiration and advice that refugees from urban life needed to survive as communards. Its creator/editor: Stewart Brand, an alumnus of Ken Kesey's Merry Pranksters, who conceived it in 1968 as a catalogue for a mail-order business he ran, with the aid of six hippies, out of a warehouse in a San Francisco suburb. In many editions and under various names, his "whole earth catalogs" sold 2,100,000 copies and netted Mr. Brand more than $1,500,000, with which he set up a foundation to further causes close to his heart, one of them a magazine, CoEvolution Quarterly.

But the times have a-changed, as Mr. Brand, at age 41, well realizes. Tomorrow he's releasing, through Random House, 150,000 copies of "The Next Whole Earth Catalog" ($12.50). The new volume is even heftier than its predecessors: 608 14½-by-11-inch pages, weighing 5 pounds 2 ounces. Of the 3,000 items listed, only 350 are carry-overs from the past, and even the evaluations of these have been completely rewritten to accord with what Mr. Brand considers the spirit of the 80's. "Today's whole-earth people are less concerned about countering culture than in surviving," he says. The new catalogue pays less or no attention to such matters as "black interest," "China," "new foods" and dope, much more to solar energy, computers, medical self-care and — most important — political activism.

"The Next Whole Earth Catalog" was produced by Mr. Brand and a score of young men and women, working a 70-hour week for five months, out of a one-time luncheonette near the Sausalito waterfront of San Francisco Bay. He hopes that his changing concept of the whole earth will prove so popular that he'll have to issue a complete revision annually.

Chicago, IL

BOOKS

Understanding Whole Systems

archive

Heartland
Winter '80

Lester Dore

THE FIRST *WHOLE Earth Catalog* appeared in 1969, put out by "a bunch of hippies working out of a garage." That was a time, for me, of Apocalypse Now. I believed the world to be on the verge of political and ecological collapse. Paul Erlich in his book *The Population Bomb* had forecast that hundreds of millions of people would starve to death in Third World countries during the 1970s. People of my generation, class, color (young, middle, white) fought police in the streets, went underground to avoid the draft or commit *attentats*, or retreated into drugs or rural life. Young Blacks and Chicanos got tired of waiting for freedom and expressed their rage in rioting, organizing self-defense groups, and in general preparing for Armageddon. The thrust was to build a counterculture, within the "belly of the beast" that could survive the imminent collapse of industrial civilization. We believed that only those possessing the tools for survival would make it through the crisis.

The *WEC* and the supplements that followed were seen by some as a primary tool for surviving these New Dark Ages. It was not, of course, and perhaps was never intended to be. Stewart Brand, its publisher, was always more optimistic than the leftist prophets of doom.

Stewart and his early associates came out of the cream of the California counterculture pioneers. Thomas Wolfe describes Brand circa 1966 in *The Electric Koolaid Acid Test:* "Brand was 27 and an exbiologist who had run across the Indian peyote cults in Arizona and New Mexico. Brand founded an organization called America Needs Indians. And then one day he took some LSD, right after an Explorer satellite went up to photograph the earth, and as the old synapses began rapping around inside his skull at 5,000 thoughts per second, he was struck with one of those questions that inflame men's brains: *Why Haven't We Seen A Photograph of the Whole Earth Yet?*—and he drove across America from Berkeley, California, to 116th Street, New York City, selling buttons with that legend on them to Leftists, Rightists, Fundamentalists, Theosophists, malcontents, anyone with the health or stealth of paranoia or the put-on in their souls. . ."

By 1969 Stewart had his photograph and he put it on the cover of the first *Whole Earth Catalog*, a collection of items that he and his crew thought were the best our civilization had to offer in the way of understanding ourselves and our place in the universe. It was slanted to back-to-the-landers and do-it-your-selfers and carried this slogan as its motto: "We are as gods and might as well get good at it." A number of supplements appeared on an informal basis to serve the growing body of interested readers, but by 1971 Brand was burned out on *Catalogs* and went out in a big way: *The Last Whole Earth Catalog*, distributed by Random House, was 448 pages long, sold 1,600,000 copies and won the National Book Award in 1971 for Best Non-Fiction Book.

Stewart asked in the introduction to the *LWEC* that no new items be submitted and that people publish their own catalogs. And they did. *The Whole Film Catalog, The Whole Library Catalog, The Canadian Whole Earth Almanac, The Whole New England Catalog, the Whole Work Catalog*. Whole Earth stores sprang up in all parts of the country, pushing granola and woks and books and of course, *Whole Earth Catalogs*. Whole Earth became household words and Stewart Brand made a lot of money.

He tried to give the money away. He held a big party to have people help him decide what to do with it and learned that consensus decision-making in a random group was a pretty difficult process. His own POINT Foundation ended up with enough of the money to fund dozens of small, interesting projects, and in summer of 1974 began publication of *CoEvolution Quarterly, A Supplement to the Whole Earth Catalog*. Apparently deciding that heavy karma was involved here, he made a deal with Penguin Books to distribute the *Whole Earth Epilog*, a continuation of the *LWEC* beginning with page 449 and going on for another 320 pages.

CEQ grew and eventually prospered, growing more interesting all the way. A 144 page (more or less) magazine containing no advertising, product reviews like those in the *WEC*, and essays and stories reflecting Steward Brand's eclectic interests: He was as liable to turn *CEQ* over to the Black Panther Party to guest edit as to interview Herman Kahn, a think tank superstar who once did research for the government on the possibility of winning a limited nuclear war. He tried to stay on that coveted "leading edge" and his commitment to a livable future led to publishing articles on New Games as an alternative to war, Space Colonies as an alternative to the arms race, and Soft Tech as an alternative to capital intensive High Tech. *CEQ* was the first to report on home insemination as practised in San Francisco's lesbian community, and got involved in a lengthy legal battle with Disney Productions over the right of one of its resident cartoonists, Dan O'Neill, to use Mickey and Donald as characters in satiric comic books. At the same time it continued to review items that were deemed "1) Useful as a tool, 2) Relevant to independent education, 3) High quality or low cost, 4) Easily available by mail." Some of the material found its way into book form: *Soft Tech, Space Colonies*, and *Cybernetic Frontiers*, and other spinoffs include the obligatory T-shirt, maps to give us new ways of viewing the earth and the universe, and postcards with pictures of. . . the whole earth.

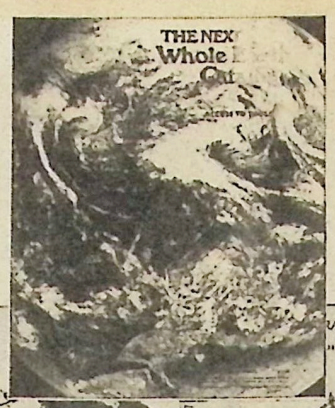
In the Winter 1979/80 issue of *CEQ* Stewart announced that he had found a soul brave enough to take on the work of organizing and compiling a complete revision of the Catalog. He was a journalism student named Art Kleiner and he "just walked in from off the street." Subscribers to *CEQ* received *The Next Whole Earth Catalog* as the Fall 1980 issue, a real bargain since a $14 subscription brings you the *NWEC* ($12.50 in a bookstore), as well as three more issues of *CEQ*. (This offer is good until December 21, 1980, according to a note in the Summer 1980 issue.) The new *Catalog* is big: 10 7/8 inches by 14 3/8 inches by 608 pages and it weighs over four pounds. The glossy cover features more beautiful color photographs of the whole earth. The design (art direction by Kathleen O'Neill and David Wills), successfully organizes the enormous amount of material into something if not exactly elegant on the surface, is certainly efficient. It is noted in the preface that only 11% of the items are carryovers from the *LWEC*, and only 17% more appeared in the *Epilog*. The rest of the 2,700 items are about evenly divided between stuff reprinted from *CEQ* and items appearing for the first time. We are assured that everything carried over has been updated, revised, checked out for availability.

"Is Whole Earth a quaint anachronism or is it once again a detailed sign of the times" is the question Stewart asks and attempts to answer in his preface. I suppose that depends on what kind of times you've been living in, and for me and many of my friends the answer is yes, it is a sign of the times. For instance, computer coverage has been expanded from 2 to 12 pages. One friend, whose review of the first *WEC* in the *San Francisco Good Times* was my first knowledge of it, used to own little more than what he could carry in his homemade backpack and commuted between communes in the Midwest, the Rockies, and California. He got into computer programming and now is part owner of a building in Chicago. My family and our neighbors have been given permission to teach our children at home in Wisconsin; on page 567 I found a review of John Holt's excellent magazine *Growing Without Schooling* and on the next page a list of the books Carol Van Strum used to teach her own and her neighbor's children at home in rural Oregon. My struggle to build a passive solar home may be eased by information. I might find in the section on solar energy, up to 63 items from 2 in 1971. And condoms are reviewed and recommended as a reliable and safe method of birth control on page 342; one woman friend of mine lost her baby and her ability to conceive because of a faulty IUD and another suspects that her difficulties in getting pregnant may be due to years of use of first the Pill and then different types of IUDs.

There are old standbys here, familiar friends in the tools

Continued on next page.

The Next Whole Earth Catalog



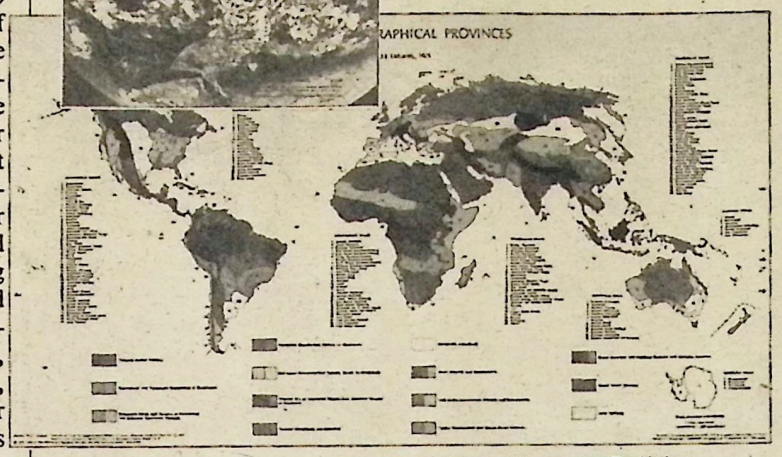
The Next Whole Earth Catalog
Stewart Brand, editor
1980, 608 pp.

$12.50 postpaid from
CoEvolution Quarterly
Box 428
Sausalito, CA 94965

Some among us foresee deep economic hardship soon. (I don't; Random House Editor-in-Chief Jason Epstein does; our tool and financial reviewer Paul Hawken says credit collapse in 1983 but we'll get over it.) I'm editing the Next Catalog because I think people have the affluence and time to use the book to refine their lives. Jason is distributing it because he thinks people will need it to save their lives. What's your excuse?

. . . We're generalists hopelessly in love with details. Fortunately for us it's also the national style, as American as cherry pie (how to cook it really well, where to find organically grown cherries, how to grow cherry trees, when to prune and pick. . .). It is karmic isn't it?

—Stewart Brand



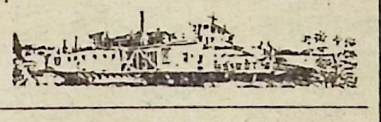
Biogeographical Provinces—Earth's Deeper Politics

Regard the map presented here as a beginning. Many boundaries are uncertain. Much finer subdivisions are needed. How do watersheds fit into the scheme? Agricultural crop distribution? Indigenous life styles?

Anyone should feel free to join the game of bioregional definition. I can only guarantee that in the process you will learn much more about where you live.

THE RISING SUN
NEIGHBORHOOD NEWSLETTER

The day after big news, the bus sounds like someone trying to get to sleep in a newspaper sleeping bag.



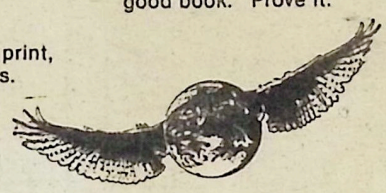
The CoEvolution Quarterly

CoEvolution Quarterly
Stewart Brand, editor

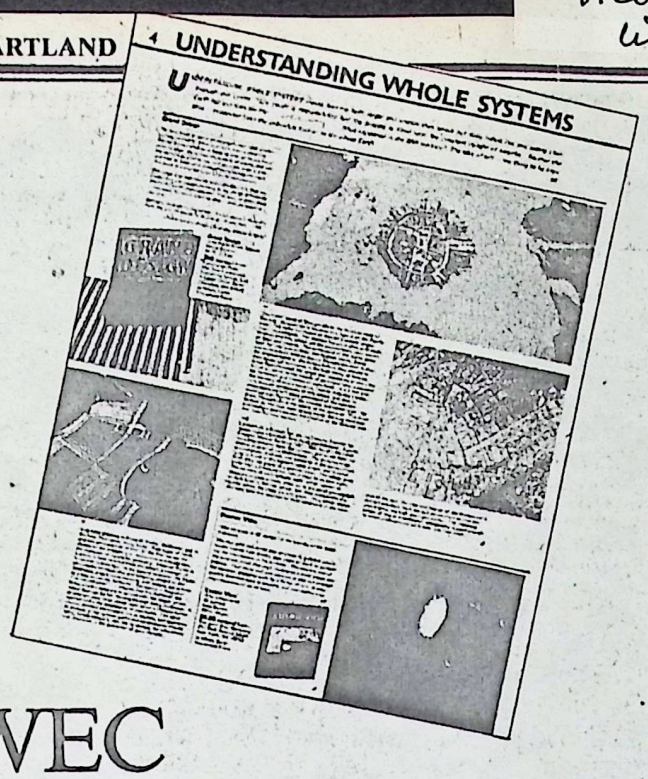
$14/year (4 issues) from:
CoEvolution Quarterly
Box 428
Sausolito, CA 94966

We pay for everything we print, including complaint letters.

Our standard advice for writing a review goes like this. Give the information you would like to get. This should include what the item is good for, how it compares with others, and some clue of how competent you are to judge. Avoid comments like "This is a good book." Prove it.



Heartland (cont.)
Winter '80



WEC

Continued from last page.

that make my current lifestyle easier—the Troybuilt Rototiller, *Organic Gardening* magazine, Vise-Grips. There are new goodies that I'll be saving my pennies for: new tinsnips with offset blades supposed to work much easier than the old kind, a shovel built to last a lifetime.

But most of the tools listed here are books, beginning with *Grand Design* by Georg Gester, a book of aerial photographs illuminating the physical changes consciously wrought on our earth, and ending with the *I Ching*, the classic Chinese book of divination and wisdom. In between we find such interesting items as a 9 x 12 foot world map for $10 from the Defense Mapping Agency, a new edition of Darwin's *Origin of Species*, abridged and illustrated by Richard E. Leakey, for $25, and *The Plan of St. Gall*, by Horn and Born, for $325. This last is an explication of a ninth century blueprint for building a self-sufficient little community or a community of Carolingian monks.

Interspersed with the pithy reviews accompanied by pictures and excerpts from the books themselves are short essays and stories, a few comments and suggestions by readers (far fewer than in the *LWEC*), and, in the outside corner of each right hand page, a gossip column called *The Rising Sun Neighborhood Newsletter*. Anne Herbert, Assistant Editor of *CEQ* and Production Manager of the *Catalog*, created it as an antidote to the tendency to think things that happen far away are more important because they are covered by the media. It is full of gossip, anecdotes, observations of and by her neighbors and co-workers, along with tidbits from her own reading. Some examples: "Radiation leaks are made by fools like me but only God can make a nuclear reactor that's 93 million miles from the nearest elementary school." "Ghandi said that the ally you must always seek is the part of your enemy that knows what is right." "The rest of the country looks at California the way the rest of the world looks at America—a rich, decadent, silly, great place to live at the expense of everyone else." The newsletter is illustrated with a series of charming "flip book" landscapes—flip through them rapidly to find a surprise at the end of the book.

The essays and anecdotes include the now classic, possibly apocryphal story of Elzeard Bouffier, a French peasant who single-handedly reforested a region of Provence; another article reveals how astronauts deal with the calls of nature within the confines of space capsules; and there is the story of how, in the space of one school week, a teacher conducting a classroom experiment in totalitarianism created and destroyed a social Frankenstein. My own favorite story is this one the late Gregory Bateson told:

"New College, Oxford, is of rather late foundation, hence the name. It was probably founded around the late 16th century. It has, like other colleges, a great dining hall with big oak beams across the top. These might be eighteen inches square, twenty feet long."

"Some five to ten years ago, so I am told, some busy entomologist went up into the roof of the dining hall with a penknife and poked at the beams and found that they were full of beetles. This was reported to the College Council, who met in some dismay, because where would they get beams of that caliber nowadays?"

"One of the Junior Fellows stuck his neck out and suggested that there might be on College lands some oak. These colleges are endowed with pieces of land scattered across the country. So they called in the College Forester, who of course had not been near the college itself for some years, and asked him about oaks."

"And he pulled his forelock and said, 'Well sirs, we was wonderin' when you'd be askin.' Upon further inquiry it was discovered that when the College was founded, a grove of oaks had been planted to replace the beams in the dining hall when they became beetly, because oak beams always become beetly in the end. This plan had been passed down from one Forester to the next for four hundred years. 'You don't cut them oaks. Them's for the College Hall.'"

"A nice story. That's the way to run a culture."

So the world has not yet come to an end, and we may yet learn to run our culture in a conserving way. In the ten years since I first moved to the country to find wholeness much has come to pass, and more significantly perhaps, has not come to pass. Millions have starved to death, but not hundreds of millions. Revolutions have succeeded in many parts of the world, usually following their own unique logic rather than the designs of the superpowers; others have been lost or betrayed, leaving the spark of rebellion still glowing in the ashes of defeat. Massive oil spills, the hunting of cetaceans, strip mining, desertification have all damaged our ecosystem, yet we still live. I live now with the hope that we can learn to move and grow in harmony with the rest of the biosphere, believed by the ancient Greeks to be one being and bearing the name Gaia. The first step towards loving interdependence begins, dialectically, with independence—freeing ourselves from the apron strings of big government and big business to discover new resources within ourselves and our communities. We must use these resources to create a new order based on consciously determined needs and discrimination between products and ideas on the basis of their usefulness toward achieving co-evolutionary goals.

Can we succeed? Stewart consulted the *I Ching*. "Holding Together brings good fortune. . .It furthers one to undertake something."

THE WASHINGTON POST

Wednesday, November 12, 1980

Wood and Plenty

The nonprofit foundation that publishes CoEvolution Quarterly and The Whole Earth Catolog has gone into debt—and now, you too can be part of the reason.

Simply send $14—the price of a year's subscription to CEQ—to Box 428, Sausalito, Calif., 94966 before Dec. 21, and your first issue will be the all-new 608-page Next Whole Earth Catalog, a 5½-pound monster that contains more information than any single human can possibly use.

Let us note, for instance, that the initial printing of 140,000 copies of this baby consumed 6,160 trees.

Washington Post
Nov 12 '80

L.A. Times
Oct 26 '80

L.A. Times 10/26/80

FOR THE HEALTH OF IT—A publication Christian Scientists might applaud, "Medical Self-Care," edited by Tom Ferguson (Summit: $8.95, paperback), tells us what self-care is and then lists numerous sources of information on special problems. Ferguson serves as a medical editor of the Whole Earth Catalog/CoEvolution Quarterly. . [Speaking of which, "The Next Whole Earth Catalog" ($12.50), edited by Stewart Brand, will be ripe and ready for home harvest in November, a Random House large-format softcover of which 70% will be new material.]

★

Newsreal Dec '80

TUCSON, AZ
Newsreal
archive
December, 1980

Brand's next 'catalog' is essential reading

By Doug Biggers

"We are as people and might as well get modest at it."

— from Anne Herbert's "The Rising Sun Neighborhood Newsletter," excerpted in ***The Next Whole Earth Catalog.***

In both the **Last** and **Next Whole Earth Catalogs**, the purpose of the enterprise is stated thus: "We are as gods and might as well get good at it. So far remotely done power and glory — as via government, big business, formal education, church — has succeeded to the point where gross defects obscure actual gains. In response to this dilemma and to these gains a realm of intimate, personal power is developing — the power of individuals to conduct their own education, find their own inspiration, shape their own environment, and share the adventure with whoever is interested. Tools that aid this process are sought and promoted by **The Next Whole Earth Catalog.**"

I think I may prefer Herbert's version of the first line, but otherwise, the **Next Catalog's** description of itself is entirely accurate (and let us give thanks).

For those readers who have not yet seen the **Next Catalog**, it has slick, full-color covers, 608 nice white pages, and is a graphically stunning, coherent, and eclectic compilation of vital information The funkiness of the **Last Catalog** is gone — worked-out and refined over the last six years of publishing **CoEvolution Quarterly**, from which a third of the present **Catalog** is comprised. The underlying spirit, though, remains as vibrant as ever, and as intended all along, this is an intensely "personal" book and/or tool.

The subtitle of **The Next Catalog** is "Access to Tools." In his preface, editor Stewart Brand wants reviewers to ask the question: "But is the **Catalog** itself useful as a tool?" The answer is, of course, an emphatic "certainly" (and editor Brand knows it, too). As a tool, the book transcends its ordinary boundaries, which means there is so much here to absorb, so many points of divergence and convergence, that if you use the book effectively (as a tool, a means to end), there is no end to the strange places you'll find yourself, further down the trail.

The Next Catalog is divided into nine main sections: Understanding Whole Systems, Land Use, Soft Technology, Craft, Community, Politics, Nomadics, Communications and Learning. Within each of these major divisions there are a total of 111 (more or less) subdivisions, and infinite variations on the theme. Also in this edition is a delightful feature called the Rising Sun Neighborhood Newsletter, which is run continuously on the lower right-hand corner of odd-numbered pages. It is described in the **Catalog** as a "gossip column," which it essentially is (but what gossip), taken from two years' worth of newsletters that Production Editor Herbert puts out for her neighborhood. The Rising Sun contributes in a "consistently peculiar" way to the personable character of the **Catalog** as a whole.

An historical aside: **The Last Whole Earth Catalog** made its final appearance in 1974 as the **Last Updated Catalog.** Brand began publishing **The CoEvolution Quarterly** — the best magazine in the world — in 1974. The **CoEvolution** is like the catalog, every three months. No ads, 144 pages, unpredictable, consistently stimulating. $14 a year from CoEv, Box 428, Sausalito, CA 94966.

It would be easy to point to the **Whole Earth Catalog** of the seventies as the precursor, even the initiator, of a profound shift in societal consciousness — and all that. It probably was such a beast. **The Next Catalog** speaks with a greater authority, and it is the kind of authority that carries with it an earned respect. (There is naturally plenty of room for continual improvement and expansion). In direct contrast to an increasing lack of diversity in our various societal groups, the **Catalog** speaks for people who are "generalists hopelessly in love with details," as Brand says in the preface.

Any person who bought, borrowed or otherwise obtained a copy of the **Last Catalog** (1.6 million were sold) probably has a tale on how it influenced their life in one way or another. This latest version is accessible to a wider spectrum of the populace (even though They tried to ban it in Utah), not because it has "gone commercial" or any meaningless term like that, but because it touches at almost every conceivable point what is "good" Out There. In a decided shift from early issues of **CoEvolution**, the **Next Catalog** is certainly not apocalyptically oriented. The inevitable may be in the back of their minds, but what we hear in the **Next Catalog** is a warm round of applause for a resurgence of Hope.

The Next Catalog doesn't preach "self-sufficiency" of the Mother Earth News brand as much as a special kind of "interdependency." In a short essay in **CoEvolution**, Winter 1975, Brand says of self-sufficiency: "It is a damned lie. There is no dissectable self. Ever since there were two organisms life has been a matter of co-evolution, life growing ever more richly on life. Any 'self' is strictly a term of convenience for one's mildly discontinuous local set of body and mood considerations. Any 'privacy' is a temporary incremental respite from the big dance." In conclusion, he goes on to say: "I'm betting that abandonment of illusions of self-sufficiency will free us up to accept and enjoy local dependency, by preference. And since our world is increasingly cultural, and proportionally ever less physical, the meaning of 'local' is not geographic, at least not only."

What Brand is pointing to here is a new kind of individuality — one that recognizes the worth and potential of each person, while at the same time demanding of that person that any responsible conception of "self" must be expanded from "the individual to the whole Earth," as Brand says in the introduction to Understanding Whole Systems.

The Next Catalog is a miraculous milestone in publishing history, and a timely gift to the people of the West who are hovering all too closely (and apparently obliviously) at an ultimate brink; one that could, if our Strangelove technology were to succeed, put the planet and ourselves back to Evolution, Day One. Brand and company don't what that to happen, and it certainly isn't required. Do yourself and your friends, enemies, family, neighbors a favor and buy **The Next Catalog.** Subscribe to **CoEvolution.** Cultivate surprise on a regular, daily basis. As Wendell Berry said in **The Country of Marriage**: "Practice resurrection."

. . . COEVOLUTION QUARTERLY publisher **STEWART BRAND** has announced, in the latest edition of CQ, the forthcoming **NEXT WHOLE EARTH CATALOG** (due in October). You should remember the **LAST WHOLE EARTH CATALOG**, and if you've never seen **COEVOLUTION QUARTERLY**, now is the time to reconcile these two venerable (and essential) institutions at the same time. In an incredible offer, those who subscribe **BEFORE** December 1980 at the regular subscription price of $14 will receive the **NWEC** (a $12.50 value) as their Fall issue of CQ. In addition, subscribers will receive three regular issues of CQ. The **NEXT CATALOG** promises to be everything and more that the **LAST CATALOG** was. **Send CQ a check for $14 (they don't bill) at Box 428, Sausalito, CA 94965.**

Newsreal July '80 (?)

Village Voice
Sept 24 '80

SCENES

By Howard Smith & Lin Harris

VOICE SEPTEMBER 24-30, 1980 26

No Whole Earth Dearth

A cheery note: 1980 will offer the revitalization of one of the all-time-great publishing schemes. *The Next Whole Earth Catalog: Access to Tools* will be published by Random House in November. Stewart Brand is editing it. Brand originated the *WEC*'s other incarnations —the most recent being *The Whole Earth Epilog,* which came out in 1974; the one before that, just to confuse a conversationalist, was inexactly titled *The Last Whole Earth Catalog.* That came out in 1971 and to date has sold 1.6 million copies, with 15-25,000 orders for it still arriving each year.

"It began to be embarrassing that so many orders were still coming in for *The Last Whole Earth Catalog,* even though it's so out-of-date now," said Brand from California, where he's edited the *CoEvolution Quarterly* since 1973. "It was the sheer labor of it that kept us from doing another complete *Catalog* until now," he said.

According to Brand, the *Next WEC* will be a gigundus 608 pages, 11 per cent repeated from the *Last WEC,* 17 per cent from the *Epilog,* 36 per cent from *CoEvolution Quarterly,* and 36 per cent completely new. Brand and a staff of 24 people have been working every day for the past six months on assembling the 3000-item monster. There will still be the emphasis on "access" to alternative means and even more of an emphasis on periodicals since, as Brand said, "no one else seems to be keeping up with it." The large-size format, 11 inches-by-14.5 inches, will remain the same, but the $12.50 softcover will be more artfully designed, not "shoveled together," as Brand put it.

Of the 140,000-copy first printing, 100,000 will be for regular sales, 30,000 will go to subscribers to *CoEvolution Quarterly* who will not receive a magazine this fall because of the immense staff work going into the *Catalog,* and the remaining 10,000 volumes will be reserved as a bonus for new subscribers to *CoEv* (regular subscription $14; *CoEvolution Quarterly,* Box 428, Sausalito, CA 94965).

One of the new features will be a 12-page section on home computers. "This is close to being a state-of-the-culture report," said Brand, adding, "there's a whole generation identified with computer power the way my generation was associated with the drug culture."

Another new feature, according to Brand, is the detailed technique of artificial insemination. "A lot of gay ladies are doing this out here, so we've gathered a lot of information on how to collect donor sperm, keep it alive for an hour's drive across town, and then how to insert it to achieve pregnancy."

Moving on, he asked, "Have you ever heard of coppicing? That's when you cut a tree down at the ground level and leave the root system. Certain kinds of trees, like eucalyptus, willow, oak, American chestnut, and about four others, sprout lots of branches at the old tree base. These branches are an efficient means of producing firewood or wood for certain crafts, like chair-making. A family of four, using the coppicing method on the right kinds of trees, can produce on a 64-foot-by-64-foot piece of land enough fuel to last them forever. Also, the roots branch out, getting larger and larger."

Gee, sounds like old times are finally catching up again.

Kansas City Star

From K.C. Star

Roy Inman

Style

Reverent reference

When I first curled up with *The Next Whole Earth Catalog,* I spent three hours thumbing through it from cover to cover. That's barely half a minute for each of the 600-plus pages, which are packed solid with forever useful information on topics ranging from hard science to soft sex. It is actually overwhelming to take it in one bite; the *Catalog* deserves the respect of poring over a section, or a topic, or a page, at a stretch.

This is *the* reference book for living in the modern world. It is a guide to books, periodicals, tools and ideas that no inquiring individual in any field, hobby or domestic circumstance should be without. The editors, led by the inimitable Stewart Brand, are reverent in their approach to individual learning and accomplishment, irreverent when it comes to institutions and their failures as supposed foundations of a sane society.

If you've never encountered the *Catalog* in its previous incarnations over the last decade (including the ongoing *CoEvolution Quarterly,* my favorite journal), this latest edition (published in October) will certainly open your eyes. If your copy of *The Last Whole Earth Catalog* or the *Epilog* are tattered from overuse, you'll be pleased to note that this one supercedes those with updated information and, as the editors calculated, 36 percent brand new items (there are roughly 2,700 items overall).

It would be silly to try to outline the nine major categories and hundreds of subsections. Suffice it to say that if your work or interests lie within the range between architecture or aerobics to yarn goods or zen, the world is wide open to you. If not, there's nothing in the whole earth for you to do.

Wilson Library Bulletin, September 1980

The Whole Earth Catalogue, again

The Whole Earth Catalogue, which became a bestseller in the 1970s, went through several editions and disappeared in *The Last Whole Earth Catalogue,* is being revived by Random House. The publishing firm is bringing out *The Next Whole Earth Catalogue* in November and hopes that the volume, which continues to stress personal survival and how-to-do-it approaches to contemporary living, will appeal to an even broader audience than ever. The new edition is edited by Stuart Brand.

Wilson Lib. Bulletin
Sept '80

ready soon. The next whole Earth catalog—access to tools will have a familiar look to readers from the US. This updated version (which is edited by Stewart Brand, published by Random House and costs $12·50) of the *Whole Earth Catalog* ventures into home computers, medical self-care, running and exercise books, solar energy, starting your own business and much else besides. The highly suc-

New Scientist Autumn Books '80

new scientist
Autumn '80

M 239 MARTIN NISENHOLTZ (MN:246) 11/10/80 4:03 PM L:4

CONGRATS. NEXT WHOLE EARTH CATALOG HIT NYC WITH A BIG BLAST

The Next Whole Earth Catalog: access to tools.

Point, dist. by Random, 1980. 608p. illus. index. LC 80-5316. ISBN 0-394-73951-5. pap. $12.50.

HCBRET

This book is very much like the *Last Whole Earth Catalog* (*LJ* 11/15/71), only bigger and up-to-date. It is an annotated listing of over 2700 items, with reviews and information in the familiar "Whole Earth" format. Of the items, the editor states that only 300, or 11 percent, are carryovers from the *Last Whole Earth Catalog*. It is indeed a new issue, not just an updated revision. The binding is similar to that of the *Last Whole Earth Catalog*, and will not endure library usage. For most public libraries.—*Jerry Andersen, Solar Tool Box, Fort Collins, Col.*

Library Journal
Jan 1 '81

Counterculture guru Stewart Brand's 1968 "Whole Earth Catalog" was one of the seminal ideas of the seething, 60s. He tried to leave behind the whole enterprise in 1971 with "The Last Whole Earth Catalog," but the idea was too good—and, one suspects, too profitable—to go without yet another sequel. **The Next Whole Earth Catalog** (Point/Random House: $12.50) is the marvelous 1980 model: a richer, more mature, but no less inspired version of Brand's original work. Some 90% of the latest catalog is fresh material; the graphic design of the quarto-sized volume is somewhat more polished, although it retains the zany patchwork layout and free-associative asides that made the original such a job to read.

Back in 1968, "The Whole Earth Catalog" was almost literally a handbook for hippies. The 1980 catalog's thousands of entries—everything from solar hardware and home sewage to amateur self-insemination and secret government radio frequencies—seem to presume the silent majority has embraced the values of survivalism and self-reliance. Brand acknowledges that the earlier versions of the catalog were intended for "the menstrual blood painters of the late '60s and early '70s," but he now argues that the 1980 model will find its audiences among mainstream readers as well as aging counterculture-vultures ("our contemporaries," as he puts it) and college students. "The vast citizenry that has had it with inflation," writes Brand in the preface to "The Next Whole Earth Catalog," "(is) rapidly finding that when you fix or build your own house (car, education, body, community), you deal in uninflated coin, your time, and you don't get taxed for the transaction."

L.A. Times Nov 30 '80

Cultural Info. Service Dec 12 '80

RESOURCE

The Next Whole Earth Catalog: Access To Tools edited by Stewart Brand (Point/Random House, $12.50) — The original (1968) *Whole Earth Catalog* paid tribute to self-sufficiency with ideas and resources on everything from beekeeping to masonry. Now 12 years later, counterculture youth have come of age and are often the movers and shakers in communities. For them, *The Next Whole Earth Catalog* contains a lengthy section on "Politics." Large dollops of material about outer space from Brand's *CoEvolution Quarterly* are also included. Other subjects especially appropriate to the 80s are "living cheap," "home computers," "solar," "travel," "science magazines," "media culture," and "parenting." The book lays out a smorgasbord of material for information junkies.

Village Voice 12/10-16 '80

THE SUNDAY OKLAHOMAN
December 28, 1980 The Oklahomans

BIGGER than a mail order catalog of the olden days is The Next Whole Earth Catalog, edited by Stewart Brand (Random House, paperback $12.50), subtitled Access to Tools, which is made up of 600 pages detailing mail order items "useful as a tool, relevant to independent education, high quality or low cost and easily available by mail."

Sunday Oklahoman Dec 28 '80

THE NEXT WHOLE EARTH CATALOG: **Access to Tools**, edited by Stewart Brand (Point/Random House, $12.50 paper): The first *Whole Earth Catalog*, dubbed a Koran or L. L. Bean for the counterculture, came out in 1968, and went through several editions. *The Last Whole Earth Catalog* came out in 1971, won a National Book Award, and financed Brand's Point Foundation, which has sponsored the Save-the-Whales campaign, a *Whole Earth Epilog* (1974), 26 issues of *CoEvolution Quarterly* (the counterculture in orbit), *Space Colonies* and *Soft Tech* (both 1977), and now this huge, 89 per cent new *Next Whole Earth*

Village Voice 12/10-16/80

Catalog. Thus the phoenix rises, though with some interesting and thick new plumage.

As before, the concept "whole" is central—the interconnectedness of all things, both philosophically and practically—only now it includes space and the universe as well as earthly farming, sex, medicine, learning, hiking, boating, and media use. The perennial subtitle is also crucial, "access" meaning how and where to get what info, "tools" being the ideas, attitudes, jokes, and reviews in *Next* as well as what's useful to send away for. The latter are mainly written materials and books—so much for anti-linearism. The attitude is informal, inviting, open-ended, and gently avuncular—starting with sensible advice on how to deal effectively with mail-order businesses listed in the text. Near-term purpose? Brand is an optimist: he thinks "people have the affluence and time to use the book, to refine their lives" (perhaps true still, in Marin County) but allows his Random House distributor's view that "economic hardship" is coming (I can name some places where it's already hit) and people will need the book "to save their lives."

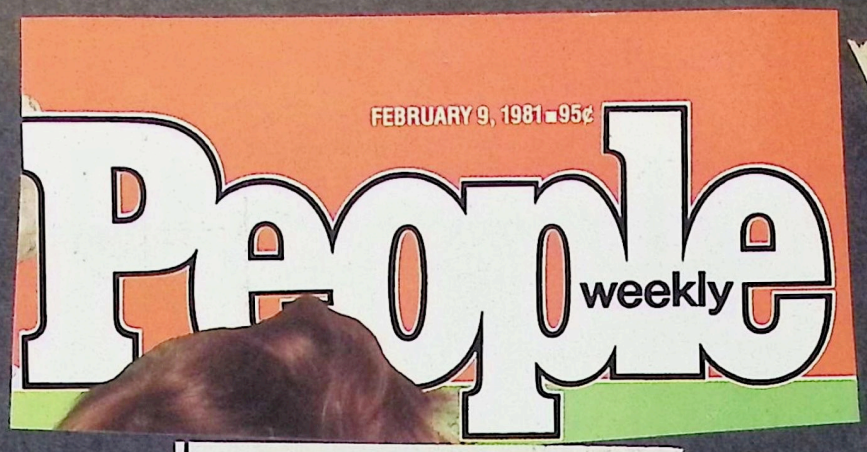
Like the counterculture of yore, *Next* seems mainly white and upward-echelon. That's a comment, not a condemnation. Times and fashions—"new food" to Brand—change. *Next* cuts back on such topics as "Black Interest," "China," "Dope," and "Free Schools," and greatly expands "Whole Systems," "Community," and "Politics." The latter emphasis is the most radical change—the "system" is no longer hopeless and alienating, but a process to take part in, improve, and *use*—i.e., a "tool." (So George McGovern's "come home America" takes on late but specific meaning; Brand and his contributors grow older, as do we all.)

Next is idealistically inspiring and a practical touchstone. In his introduction, however, Brand (not without justice) shoves it to reviewers to dive beneath surface praise and find specific fault. Okay: The birding reference section is hopelessly outdated and *Next* should have known it would be. On cookery, it's dumb to laud the new *Fannie Farmer* (lousy on chocolate brownies) and the old *Joy of Cooking* without even a mention of Craig Claiborne's at least equally standard *New York Times Cook Book* (the *Times* isn't totally nefarious); the acquisitively fetching but entirely unnecessary pictorial of utensils, *The Cooks' Catalogue*, is given space, but not such small-press regional fish and vegetarian classic triumphs as Roux's *What's Cooking Down in Maine* (Bond Wheelwright, 1964) and Katzen's hand-lettered *Moosewood Cookbook* (Ten Speed Press, 1977), to name but two that offer refreshing relief from tofu. And then—Stewart, are you listening?—there's the takeout on "Condoms—These Days" (under Community—Birth Control) by Salli Rasberry and Laird Sutton, who give the average length of the erect penis as nearly seven inches, plus "up to two more inches" of prepuce, if such there be. This will be unsettling to several experts in the field (Jerry Rubin among them, who has a new book touching on this very subject).

Next is necessary, hopeful, invigorating, somewhat candid (a must-to-avoid catalogue of ripoffs it's not), indicative of countercultural reintegration or yearn for same. It's also incomplete, faulty, and in need of revisions that are probably already in the works (but don't expect us to review them all). How useful it will be for really hard times I can't say, but as a guide to alternative optimisms you can't find at Caldor's, it is, if less than a manifesto, more than a comfort.

ator lagers, fresh hops, secondary fermentors. After all of those innovations and much more, we finally got our book (and the Amateur Brewer, too) reviewed in a national publication: YES--it was reviewed in the NEXT WHOLE EARTH CATALOGUE (Brand, Stewart, Ed., 1980 POINT, box 428, Sausalito CA 94966, 608pp., Illus., Our review p371. The NWEC is a whole winter's reading--purchase with care, you could get hung up for weeks on end. price $12.50.

Amateur Brewer Oct '80



archive

People weekly

PICKS&PANS

Pages

☐ **THE NEXT WHOLE EARTH CATALOG**
edited by Stewart Brand

Brand caught a generation's fancy in 1971 with his *The Last Whole Earth Catalog*, and now he returns with an improved sequel. The emphasis still is on self-education, on living better with less and on protecting the environment. Mostly the catalogue is a source book of information divided into sections on "whole systems" (the earth, universe, space, eco-ethics), land use (hydroponics, permaculture, radical agriculture), crafts (furniture making, quilting, weaving), community (living cheap, urban homesteading, hospital care), politics (war, nuclear war, environmental politics), communications (bookbinding, computer networking), learning, business and nomadics. In the lower-right-hand corner of half the pages is a "Neighborhood Newsletter." Each contains oddities like the fact that the grandmother of Brand's office manager "worked in an American flag factory and if she was one minute late, they locked her out for the whole day." To Brand and his brilliant staff, three cheers for this volume. It offers hours of delight to catalogue addicts and all others who want to be entertained as well as survive the 1980s in appropriate style. (Random House, $12.50)

London Times
London Times
Jan. 5 '81

PUBLISHING

Hippy days are here again

THE Whole Earth Catalog is back. If you remember the original version, published in 1968, description is superfluous. If you don't, it's almost impossible. It was a kind of encyclopaedic, cosmic, hippy answer to a Reader's Digest do-it-yourself manual. It promoted "alternative" energy, lifestyles, technology, ecology and intoxication. It belonged on the bookshelves of people who ate brown rice, smoked dope, and felt vibes.

It was a product of its times — and of Stewart Brand, who launched the enterprise with two friends from a garage in San Francisco (where else?). The Last Whole Earth Catalog (1971) sold a million copies.

The Next Whole Earth Catalog, just published in the United States, shows how Brand, now 42, believes the world has changed. "Six years ago China was the model for radical America," he writes. "Now America is the model for technical and economic China." The 608-page, 5½-lb volume has 12 pages on computers. The "Last" WEC had two. The early WECs were keen on geodesic domes. The "Next" rejects them for leaking.

There is more coverage of sex, Brand being in favour of sophisticated recreation and against accidental procreation. Underground architecture, care of the dying, wind-surfing, and fantasy games are among the new "buzz" topics. There is advice on what to do with animals that have been run over on the road, an attack on metrication, and details on how to urinate in zero gravity.

One of the book's most interesting themes is what Brand describes as "trees-as-a-solution-to-everything" which includes a profile of the Hoedads, a 200-strong reforestation co-operative in Oregon.

But surely a book of this size must worsen the global tree shortage? Brand has an answer to that. He estimates that the first print run used up 6,610 trees. If he achieves his target of 140,000 buyers, it will need only 5 per cent of them to plant one tree each for the project to produce a net tree gain.

John May

London Times, 5/11/81 (US)

...ough Saturday.)

The Whole Earth Bookstore takes up where the Old Mole leaves off, with books in the self-help and how-to genres. The staff calls these "information books," and they cover the fields associated with the "do it yourself" spirit of the Whole Earth Catalog — crafts, home building, energy, food, medical self-care — with the addition of poetry and theater books.

Oakland Tribune

"Recommended books" is the other concept governing the selection, according to manager Arnold Kotler. They are the access store for "The New Whole Earth Catalog," although financially independent from it, and carry the books reviewed in "Co-Evolution Quarterly."

In addition, Kotler explained, any group or individual can "recommend" titles they would like to see carried, as have several of the stores nearby at Fort Mason.

When I asked Kotler if the Fort Mason location brought any disadvantages to a new retail store, he said, "The community at Fort Mason is a great advantage, with Green's restaurant, The Magic Theater, The Dancers's Workshop, and groups like Greenpeace, The Media Alliance, the Oceanic Society, and the Friends of the River. Many of these people drop into the store and we made a point to carry the books they recommended.

If this sounds idealistic for a retail business, it is. Like Green's restaurant, the Whole Earth Store is run by the Zen Center. And like Green's, it seems able to offer an excellent product without having to cut corners the way an independent commerical establishment might.

"Less a book store than a resource," Kotler described it.

The enormous gallery-like space allows room to display 4,000 books face-out. You can see the entire cover instead of having to work down a row of spines, trying to read each title. The store is like a library. The selection is so well displayed and so broad, covering paperback going back 20 years as well as new books, that one can learn a great deal about a field just by browsing.

If I knew a foreign student doing a term paper on the impact of "alternative culture" since the '60's I would send him to the Whole Earth Store. All the evidence is there.

Half the store's business is filling mail-orders from the "NWEC." They also accept telephone orders.

(The Whole Earth Book Store, Building D, Fort Mason, Ground Floor, is open Tuesday through Saturday 11 a.m. to 6 p.m.)

Oakland Tribune 2/1/81

Econews
Dec '80

Eco-Mania

The ECONEWS has finally made it big–and in the process has discovered a time lag at the Redwood Curtain.

Hot off the presses is *The Next Whole Earth Catalog*, published by Point Foundation and edited by Steward Brand, the same folks who brought you *The Last Whole Earth Catalog* and the *CoEvolution Quarterly* as well.

Lo and behold, there on page 389 is the ECONEWS, listed along with other "bioregional newspapers and magazines" reviewed by Peter Marshall. *CoEvolution* readers may remember Peter as editor of the "watershed issue" a while back.

Unfortunately, their info is a little old. The address is wrong, Michael Matthews isn't the editor anymore, and subscriptions are no longer the $6 listed, unless you happen to be a student.

But it's nice to be noticed, and the *Whole Earth Catalog* is definitely worth yours.

Econews — Arcata, CA Dec '80

Phillips Exeter Bulletin
2/81

EXONIANS IN PRINT

Authors/Reviews

archive

FORTHCOMING

1944. George A. Plimpton. *Open Net.* (Putnam, 1981)

1956. Stewart B. Brand, editor. *The Next Whole Earth Catalog, Access to Tools.* (Random House, 1980)

Nashville Banner
Nov 8 '80

THE NASHVILLE BANNER, Saturday, Nov. 8, 1980

'Whole Earth'

Catalog Has Quality

THE NEXT WHOLE EARTH CATALOG
Edited by Stewart Brand
POINT Random House
608 pp, $12.50

IT was the bible to countless so-called "flower children." After *The Whole Earth Catalog*, *Whole Earth Epilog* and *The Last Whole Earth Catalog's* initial impact and eventual acceptance, the publications became invaluable resource tools for a generation of "do-it-yourselfers."

It is apparent editor Stewart Brand has learned a lot from his previous *Catalog* endeavors.

Unlike the other *Catalogs*, this one is bound in a glossy finished paper which is sturdier and more attractive. A photo of earth, as taken by the Apollo 17 crew in 1972 on its way back from the moon, embosses the cover.

Between the more than 600 pages of this wonderful book is one of the best resource guides to be found anywhere.

Some of the areas of study include land use, understanding whole systems, soft technology, politics, craft, nomadics, communications and learning.

BRAND tells us in the preface that 11 percent of the material in *The Last Whole Earth Catalog* was repeated in this *Catalog*. Only 17 percent was repeated from the *Whole Earth Epilog*. A big 36 percent of the material in this book is new.

The only item setting this book apart from the others is the price. Don't let that stop you — it is worth every penny — and more.

— MARY ANN HEA

Mysterious clip sent by new subscriber

My one complaint is that there's an aura given to California and the West which probably doesn't pertain to everyone who uses the catalog. I tolerate that by pretending I'm reading someone else's local newspaper; you know - detached amusement.

I find the catalog works best when:

1. I need some help sorting good from bad in an area unfamiliar to me.
2. The stamped metal junk tool that I bought at a local hardware store just broke for the third time.
3. I need inspiration.

The catalog covers lots of territory. It's a map that puts mariners, astronauts, walkers, and bicyclists on the same planet as shamans, punk rockers, babies and ecological visionaries.

To its credit the Whole Earth Catalog has probably launched more sensible ventures than any publication in history. It's done so by placing our needs and aspirations, and the tools necessary to realize them, in the context of a whole - ourselves, our communities, our planet.

Subscribe now to CoEvolution Quarterly ($14/year, P.O. Box 428, Sausalito, CA 94965) and the Catalog is thrown in as one issue - Good Deal!

- Bob Steelquist -

THE N... ...ER 1, 1980

N.Y. Times
Dec 1'80

The Next Whole Earth Catalog, edited by Stewart Brand. (Point/Random House; 608 pages; paper, $12.50.) You didn't really think it would go away, did you? Well, it didn't. The catalogue of catalogues is back, with only 11 percent repeated from "The Last Whole Earth Catalog" and more emphasis on solar energy, computers, wood-heating, hang-gliding, dungeons and dragons, and the like. Perfect browsing for your next Concorde flight.

Abundant Life Seed Foundation (WA)
Winter '81

The Next Whole Earth Catalog (12.50, p.$1.69) has a comprehensive two-page spread on Seeds (p.100-101), which cites the Seed Foundation as one of the few sources of organically-grown seed; 608 pages of pearls. (Wash. res. please add 5% sales tax on all publications.)

Whole Life Times (Santa Monica, CA)
11-12/80

THE NEXT WHOLE EARTH CATALOG ACCESS TO TOOLS

Edited by Stewart Brand. Random House, NY, 1980. 608 pages (11" x 14" x 2"), $12.50.

Remember the huge volume that sat on your handmade wood coffee table — and was thoroughly thumbed by you and all your neighbors? It's back, updated and expanded. There is at least five pounds of pleasure and usefulness here, for people who want to do it themselves and take back a measure of control over lives.

It is a catalog of "tools" in a general sense, reviewing hardware, books, retail/wholesale outlets, information sources. Details are provided in all these important areas of our lives: systems, land use, technology, craft, community, politics, nomadics, communications, learning. Rife with photos and diagrams. All this, plus a scattering of engrossing stories, make it curiously addicting and satisfying reading.

For consumers

THE NEXT WHOLE EARTH CATALOG: Access to Tools, edited by Stewart Brand; Point/Random House, 608 pp., $12.50.

The Plain Dealer, OH

Some 1.6 million copies of *The Whole Earth Catalog*, the catalog of the counterculture, have been sold since 1968. Now Stewart Brand and his staff have assembled a new edition said to contain only 11% of the old material. In 1971 the catalog listed only two items under solar energy, now there are 63. Another new subject is computers. Also covered are space colonies, woodstoves, underground architecture, hang gliding and wind surfing. Criteria for mention in the catalog are an item's usefulness as a tool, its relevance to independent education, its high quality or low cost and its easy availability by mail.

11/14/80 — Walter Berkov

open chain
the newsletter for thread-benders

VOL.V NO. 11
NOVEMBER 1980

a monthly review of needleart books
Robbie Fanning, editor/publisher
Tony Fanning, art director

ISSN 0163-9498

Stewart Brand, editor, THE NEXT WHOLE EARTH CATALOG/ACCESS TO TOOLS, Point Foundation (c/o CoEvolution Quarterly, PO Box 428, Sausalito, CA 94966), 1980, $12.50 pb

Quick, quick, have I got a deal for you--subscribe to the CoEVOLUTION QUARTERLY for $14/year before mid-December 1980 and you will receive the $12.50 NEXT WHOLE EARTH CATALOG as Issue One of your year's sub.

Why would you want to read CoEQ? Because it is simply the most entertaining, thought-provoking, maddening, inspiring, unconventional magazine around. You may not read every page, especially the hard science stuff, but you'll never be sorry you tapped into such a rich lode.

CoEQ is a continuation of the original WEC, which was the primary catalyst for the old and new OPEN CHAIN. I was so inspired by the spirit of Stewart Brand's CATALOG that I wanted to do the same in a small way for our field. His honesty and wit in print are dazzling; his uncovering of little-known resources trail-blazing; his ability to galvanize readers to action a model for me.

NEXT WHOLE EARTH CATALOG

SOUR GRAPES AWARD (so good, I wish I'd written it):
Stewart Brand, THE NEXT WHOLE EARTH CATALOG

Leading Edge Bulletin Jan 12'81

31

New concern with space, computers

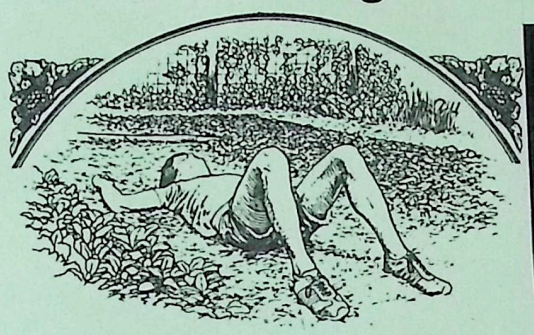
Next Whole Earth Catalog: ready for the '80's

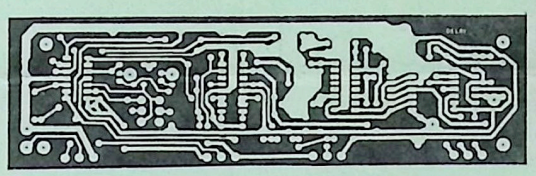
THE NEXT WHOLE EARTH CATALOG, edited by Stewart Brand ($12.50) from Random House, 201 E. 50th St., New York City 10022) is awesome, a great cornucopia of tools and ideas. It defies reviewing.

Like its famous predecessors, *The Whole Earth Catalog, The Last Whole Earth Catalog* and *The Whole Earth Epilog*, the new volume is good for days, weeks, even years of casual perusing.

The writing is lively, irreverent and informative. With its black-and-white reproductions and line drawings on inexpensive paper, it still fits the description of the earlier catalogs: "turn-of-the-Sixties funk collage" (*Rolling Stone*).

But the 608-page mega-catalog is slicker and thicker than even *The Last Whole Earth Catalog* (1971), which sold 1.6 million copies and won a controversial National Book Award in 1972. Only 11 per cent of the information is a carryover from the old catalog, Brand reports, and that material has been thoroughly updated.





The catalog reflects a different world than its predecessors. In 1971 there were two entries under solar energy; in 1980, 63 items are reviewed. A computer section includes calculators, home computers, robotics, computer networks and games. Domes are gone; Brand now considers them largely impractical.

There are hundreds of categories. Space colonies, wood heat (six woodstove manufacturers in 1971, more than 400 in 1980), underground architecture, winemaking, urban homesteading, media, psychology, sex, medical self-care and fitness, care of the dying—the list is endless.

More high technology is included than in prior editions, an emphasis that may concern some veteran readers of the catalogs. Brand suggests that an aversion to hard technology, bigness and planetary interdependence is fear of the future and of life itself. He objects to narrow choices: "Either Herman Kahn or Ivan Illich. Either space colonies or butter churns. Either the CIA is good or evil. Try both."

He admires the ability of California Gov. Jerry Brown to transcend the either-or, calling him "the most interesting man in politics right now. He's very good at perceiving where a paradox is alive and feeding the process. When someone says, 'Are you for satellites or are you for whales?', he says that satellites can count whales."

The late anthropologist Gregory Bateson, he said, taught him to savor paradox as "a contradiction in which you take sides—both sides." In fact Brand dedicated the book to Bateson:

"If I could count on Gregory's company in heaven, and I could get to heaven by being good, I'd be good."

The original catalog was once described by Brand himself as a banner of a new lifestyle. This time around, it's a reference book of more universal proportions.

—*S.B.*

□

political action.

Not Man Apart #2 Feb '81

The Next Catalog

Bruce Colman's "rhetoric" and "facts" seem to be almost Brandian in their criticism. By this I mean that often I've sensed Stewart is negative about something because it is unexpected to be. But he is better at that kind of reaction than is Bruce.

The "review" is another example of criticism that divides people who are all closer in goals than they think. The *Catalog* is very interesting this time. It is far from being heavy on the video display and computer emphasis.

Colman was unfair.

B. Schlechtweg
Columbia City, Indiana

"In one way, it's the world's biggest collection of sidebars." Great!

John Diamante
San Francisco, California

Not Man Apart Feb '81

L5 News Jan '81

Jan '81

L5 News

The Next Whole Earth Catalog, Stewart Brandt's recent effort to recreate the unpredicted success of the *Last Whole Earth Catalog*, shows a considerable amount of change. Indeed, if this is any indication of what happened to the "Back-to-the-Land" movement, technology has gained in public acceptance. Moreover, the opening section of the catalog, under a general heading of "Whole Systems," is SPACE. Interviews with the likes of Rusty Schweickart and several listings of space-movement organizations and publications surrounded the *L-5 News* entry—which was obscurred in a subsection labeled "Space Colonies".

Despite the only slightly-less-than-ideal treatment of the L-5 Society, this compilation leaves one completely in awe. How on Earth could the staff review all of those items? There are a few weaknesses, for instance the section called "Soft Technology" is a bit inconsistant in definition of the term. A wide range of tools are listed in this section, along with such goodies as explosives and blasting caps. There is also an extensive section on home and business computers. All in all, if you know what you are looking for, and probably even if you don't, *The Next Whole Earth Catalog* is a good place to begin.

The Next Whole Earth Catalogue
Steward Brand, editor
1980, 608 pp.
$12.50

by Robert W. Shurtleff

An old friend is back, one I thought I might never see again. Stewart Brand and his band of inspired clowns over in Sausalito have brought out the *Next Whole Earth Catalogue*.

The *Whole Earth Catalogue*, published between 1968 and 1971, started a movement, almost a lifestyle. Under the slogan "Access to Tools" it reviewed books, craft supplies, woodworking tools, canoes, stoves and geodesic domes. It became the Sears catalog of the hippies and the urban intellectuals.

The catalog's 2,700 entries tell us where to buy solar water heaters, explain how toilets work in zero gravity and survey New Wave magazines. There are 12 pages on home computers and eight pages on wood-burning stoves. It is the ultimate browser's delight.

Running through the catalog along with the book and product reviews is the serialization of an informal newsletter put together in Sausalito by Anne Herbert, catalog production editor. *Rising Sun* newsletter, excerpted below, reports on a neighborhood which is as much a state of mind as a geographic place.

*I was thinking that newspapers are making us value only people we haven't met, so I started thinking we should start writing, drawing, painting, singing, shouting what we notice about the neighborhood right here to each other every day and maybe it will help us start to learn to treasure what we can also touch.

*Libraries will get you through times of no money better than money will get you through times of no libraries.

*There is a pile of stones in Golden Gate Park that used to be a 14th Century Spanish monastery. William Randolph Hearst bought it, disassembled it with the stones numbered, brought it back and gave it to the City of San Francisco without giving them money to put it back together. So the city never had money to put it together, the crates rotted off and the numbers washed away and the monastery is now two piles of stones in Golden Gate Park.

*Thinking the world should entertain you leads to boredom and sloth. Thinking you should entertain the world leads to bright clothes, odd graffiti and amazing grace in running for the bus. ●

Photo by Yvonne Marie

S.F. Neighborhood Perspective Nov '80

ANIMAL

S.F. Neighborhood Perspective Nov '80

Recreational Computing mar-Apr '80

Book Reviews

Recreational Computing
ma-Apr '81 #50

The Next Whole Earth Catalog
Edited by Stewart Brand
Published by Random House
608 pages, $12.50 paperbound
Reviewed by Julie Anton

First it was *The Whole Earth Catalog*, homely Bible of a generation who had dropped out and turned on in the 1960's, turned off a few years later, and split for the hills in search of something safe and homespun.

Whole Earth chronicler Stewart Brand watched his brainchild move from commune floors to chrome suburban coffee tables, hit the international best-sellers list, and win a controversial National Book Award. Troubled by fame, Brand officially called it quits with *The Last Whole Earth Catalog* in 1971. He managed one more *Epilogue* in 1974, but the Whole Earth flame was definitely out. He observed that "you cannot both be and defend a mountain range."

Now we have *The Next Whole Earth Catalog*. This is a 608-page distillation of the best elements of the earlier catalogs, with a vivid transformation for the 1980's, granting snap and modernity to the sense of practical pioneering and self-reliance which made its predecessors so important and unique.

"The image of me and mah woman and mah kids and mah dog and the chickens and the ducks and cows and the woods is a self-destructive fantasy after a while," Stewart Brand says, "because it eliminates a lot of quite wholesome dependencies from one's thinking." His latest catalog is not a Book of Exodus for a lost generation. We are not looking to escape from the 1980's. We are involved, and we like it that way.

Stewart Brand describes the purpose of his updated Whole Earth Catalog this way: "We are as gods and might as well get good at it. So far remotely done power and glory – as via government, big business, formal education, church – has succeeded to the point where gross defects obscure actual gains. In response to this dilemma and to these gains a realm of intimate, personal power is developing – the power of individuals to conduct their own education, find their own inspiration, shape their own environment, and share the adventure with whoever is interested. Tools that aid this process are sought and promoted by *The Next Whole Earth Catalog*."

There could be no greater symbol of this new Whole Earth philosophy than the computer, a tool which Stewart Brand expects will change our lives more than any technology since the automobile, if it hasn't already. Brand devotes an extensive twelve-page section to computer technology and its role in the '80's, covering everything from books and magazines to software, terminals, small computer languages, access to computer networks, and more.

Because "the microcomputer or personal computer boom is moving so fast," reviewer Dan Dugan suggests that "magazines are the only way to keep track of it." His column offers thirteen reviews of personal computer magazines, including *Recreational Computing* and *Dr. Dobb's Journal*, which the reviewer calls "the best of the 'community-oriented' computer magazines." This section also contains a write-up about ComputerTown, USA!, a Menlo Park, California, project which offers education and access to computers in the community.

An article entitled "System Incoherence," by Mark Le Brun, points out that the computer is a product of our own environment, a sophisticated tool for a new-age ecology: "Computer systems are environments . . . they have a past and a future, functional niches, finite resources and many other properties associated with complicated systems which occur in nature. Yet, few installations take this fact into account as a general policy. As a result the systems are subject to the same sorts of degeneration caused by neglect (or out-and-out rapacity) as their more organic counterparts."

Each version of *The Whole Earth Catalog* has as its motto the phrase "Access to Tools." This issue covers the foremost tool of our modern age with the same comfortable approach it might once have taken to making one's own candles, and it does a fine job. ■

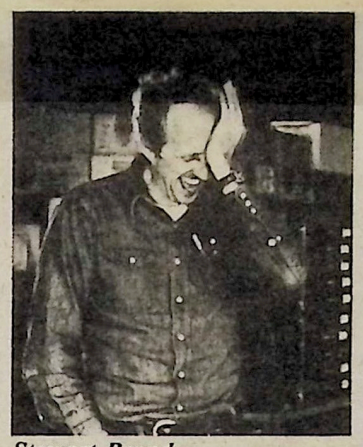
In These Times
Jan 28 - Feb 3 '81

(Chicago, Ill.)

The Next Whole Earth Catalog: Access to Tools
By Stewart Brand
Random House, 608 pp., $12.50

The *Whole Earth Catalog* is back and better. After nine years without a major revision the catalog has been revamped and updated. According to editor Stewart Brand, only 11 percent of the old material appears in the *Next Whole Earth Catalog*. Whatever the proportions, the new volume improves greatly on its predecessors, especially in its sections on energy conservation, home repairs and politics. This last section is a particularly pleasant surprise that reflects Brand's perception that the now-aging children of a decade ago are still searching for political solutions to human problems and are perhaps better situated now to press that search. **DRR**

In These Times
1/28 - 2/3 - '81



Stewart Brand

Express (Chi.) 1981

In fact, the self-help classics of recent years include a number of serious efforts—ranging from Alex Comfort's *The Joy of Sex* (Simon & Schuster, $8.95, paper) to Stewart Brand's latest self-help resources compendium, *The Next Whole Earth Catalog* (Point/Random House, $12.50, paper)—that provide valuable information to people who need it.

Express
Jan '81

miss.

The Capital Reporter January 15, 1981

The Whole Earth Catalog came out in 1968, the first issue sold 2 000 copies; each issue sold more and more copies. With The Last Whole Earth Catalog in 1968, the Catalog had been through 20-odd editions and supplements and had sold a total of 6 million copies.

Now several years later, the Catalog is back, an edition for the entitled The Next Whole Earth Catalog (Random House/12.50) edited by Stewart Brand. It's an amazing book, a huge paperback, about four times as big and heavy as the usual paperback, crammed full of information. The Next Whole Earth Catalog takes on a world vastly different from those for which the earlier Catalogs were designed.

There is a large section devoted to solar energy, another new subject is computers—including calculators, home computers, computer networks, computer games, robotics and computer futureness. Space colonies are featured, so is underground architecture, medical fitness and self-care. In fact, it will be impossible to think of a category you cannot find here.

It will show you how to do things yourself. . .people are rapidly finding that when you fix or build your own house, repair your own car, bake your own bread, you have a means of fighting inflation. The Catalog gives you the information to get the information you need to accomplish hundreds and hundreds of things.

Every item listed meets four qualifications: it is useful as a tool, relevant to independent education, of high quality or low cost, and easily available by mail. The Catalog is so up-to-date, it gives information about "No-frills" supermarket shopping, where to buy the best art materials by mail, books about parachuting, cookbooks, interspersed with a little joke, an anecdote here and there.

There is a fascinating Neighborhood News Letter in the lower corner of each right hand page. If you want to repair a bicycle, build a hand pump, grow a garden, this catalog of catalogs will either give you the information or tell you where you can get it.

The Next Whole Earth Catalog is an unbelievable bargain, it is worth many times its price (12.50). Every times I pass by the table on which it lies (it's too heavy to lug around), I riffle the pages and find something that captures my attention. I realize that I may never use ninety percent of the information it offers, but I enjoy reading about the far-out technology, legal self-care, museums parenting, politics, candlemaking, and more, much more.

This is a book of things — you can buy them, get them by mail order from anywhere in the world. The editorial staff has no financial or other obligation to any of the suppliers listed. It is also a book of ideas, the ideas are yours as soon as you use them.

Asbury Park Press
Dec 26 '80

12-26-80

Reading Room

THE NEXT WHOLE EARTH CATALOGUE. Random House. 608 pages. $12.50. "The Next Whole Earth Catalogue" replaces "The Whole Earth Catalogue", published in 1971, and "The Last Whole Earth Catalogue," published in 1974.

As its audiences have matured with the times, so have the famous "Whole Earth Catalogues" — once the flower chi'd's answer to "Better Homes and Gardens.'

The early two catalogues offered answers to the problems which faced the liberal generation of the 1960s.

How could they best build a compost heap? Where were there free health care clinics? How could you find the commune of your dreams?

This latest catalogue followed that generation one step further — to the establishment jobs they now hold; to the college dormitories now occupied by their younger siblings; to the middle income bracket where so many of them are hit hard with inflation.

Where "The Last Whole Earth Catalogue" had two pages on computers, this latest one has 12.

Where the first catalogue offered information on birth control methods, this latest one tells lesbian mothers about "amateur insemination," the art of impregnating yourself at home from a test tube.

Information about alternative "free" schools is missing, replaced by methods of home teaching.

If you already have a dusty copy of one of the earlier catalogues sitting on your bookcase, do you need this one?

Well, the publishers think so.

They say that only 11 percent of the 2,700 items listed in this latest catalogue are carried over from the 1971 edition. And only 17 percent, or 450 items, are repeated from the 1974 catalogue.

While few may actually use this as a reference book for day-to-day living, many might enjoy it as a cure for snowy Saturday blues. It certainly makes for an interesting afternoon of page-thumbing.

Ann Brenoff
Asbury Park Press

Brooklyn Daily Bulletin • Friday, December 12, 1980 • 12

the lively arts

Brooklyn Daily Bulletin Dec 12 '80

The changing life style of the sixties and seventies has brought new attitudes towards society, the environment, people to people relationships.

How each of us may feel about these changes, they are here are to stay. Will they improve our own life style? Will we be happier, safer, live better lives?

THE NEXT WHOLE EARTH CATALOG (Random House) a giant sized book, 11 by 15, 600 pages, weighing five pounds, is a mine of information on the new life style, the new attitudes.

In this giant compendium are sources and information on on the universe, space, economics, earth resources, conservation, water, land and tree care, energy conservation, solar energy, crafts--wood, leather, ceramics, weaving, basket making--health, personal finances, medical self-care, sex, birth control, artificial insemination, politics, religion, martial arts, and a thirteen page index to find almost anything in the book.

Stewart Brand is the editor of the latedt "catalog." He was also the editor of the two previous catalogs and deserves a great deal of credit for being able to put it all together.

*

SOLAR ENERGY DIGEST (7)
1/81

THE NEXT WHOLE EARTH CATALOG, edited by Stewart Brand, Random House, Inc., 201 East 50th St., New York, NY 10022. Huge atlas-sized paperback, 610 pages, 1980, $12.50. A slightly organized, wonderful-to-read book of tools and ideas to help you to educate yourself, find inspiration, shape your environment, and share the adventure of living.

Dallas Morning News Dec 14 '80

News 12-14-80

THE NEXT WHOLE EARTH CATALOG edited by Stewart Brand (Random House, $12.50). A huge assortment of useful and life-enhancing objects, products, items and ideas and where to go or how to write to acquire them. As much a philosophy as a catalog, this critique of the marketplace is 89 percent new material. Emphasized in the new book are computers, solar devices and medical self-care, to name a few topics.

Minneapolis Tribune
Dec '28 '80

Minneapolis Tribune Sun., Dec. 28,

THE NEXT WHOLE EARTH CATOLOG, edited by Stewart Brand (Point-Random House, 608 pages, paper, $12.50).

You didn't really think it would go away, did you? Well, it didn't. The catalog of catalogs is back, with only 11 percent repeated from "The Last Whole Earth Catalog" and more emphasis on solar energy, computers, wood-heating, hang-gliding, dungeons and dragons, and the like. Perfect browsing for your next Concorde flight.

New York Times Service

Durham Morning Herald Dec 14 '80

'Whole Earth Catalog' Updated

DURHAM MORNING HERALD 12-14-80

THE NEW WHOLE EARTH CATALOG: Access to Tools. Stewart Brand, editor. Random House. $12.50

Domes are out. So are free schools. But solar energy is in. And wood stoves. And computers.

Those are among 3,000 reasons to buy *The New Whole Earth Catalog*, editor Stewart Brand says. His new 608-page wish book for the world contains that number of mini-articles on do-it-yourself-products and books that are, or perhaps will be, the rage of the '80s. New do-it-yourself kicks range from "amateur insemination" and stained glass to woodworking and fireplace-making.

Brand, 42, was an ardent champion of "alternative lifestyles" of the '60s and early '70s. He wrote about achieving the good life by mail order in *The Last Whole Earth Catalog* of 1971. It sold 1.6 million copies and won a controversial *National Book Award*. In 1973, Brand brought out an updated version, *The Whole Earth Epilog*. Then he turned to publishing *CoEcology Quarterly*, a magazine with a format similar to the catalogs.

The New Whole Earth Catalog, Brand says, grew out of the magazine. "We simply were embarrassed," he adds. Many of the items in *The Last Whole Earth Catalog* either are no longer on the market or have become *declasse*.

In 1971, Brand said, the catalog contained only two articles on solar energy products. In the 1980 catalog, there are 63. *Last* offered only two notes on computers; *New* devotes 12 pages to home computers. In 1971 there were a scant half-dozen manufacturers of wood stoves; now there are 400.

The catalog reports on some odd new fads that are just emerging, including that "amateur insemination," in which women (often lesbians or heterosexual single women) impregnate themselves via artificial insemination. "That's a big new lifestyle around the San Francisco Bay area," Brand says.

Brand is aiming at three audiences: his contemporaries who "have aged into positions of responsibility" (California Gov. Jerry Brown, for one); college students, and citizens who want to perform household repairs cheaper and better than repairmen.

It's all good fun, but I do have reservations. First, the bulky catalog—14½ inches by 11 inches, with a glossy cover that makes it slip off your lap—is hard to read in a chair. You must read it either on a table or a floor. The print is small, and (except for the lovely front and back covers in color) the art is black-and-white; after a while it begins to blur. But the large page numbers are a real plus.

And some of its subject matter can be dangerous, particularly amateur insemination and self-help medicine.

But it all does reflect what's going on in the world today.

—PEGGY CONSTANTINE
© 1980 Chicago Sun-Times

32 TWA AMBASSADOR JANUARY 1981

THE NEXT WHOLE EARTH CATALOG. *Compiled by Stewart Brand. Random House. 608 pages. $12.50.*
Started in 1968 with just $5,000 by a passle of hippies in a San Francisco garage, the original *Catalog* in just three years became an international bestseller and a sort of Koran for the counterculture in its holistic phase. The *Next Catalog*, surprisingly, devotes a good deal of its inspired hodgepodge to Space. Brand's vision has graduated from the personal to the planetary to the interplanetary.

Arkansas Gazette
Dec 21 '80

Arkansas Gazette 12-21-80

'Catalog' Is Full Of Gems

THE NEXT WHOLE EARTH CATALOG, edited by Stewart Brand; Random House, Inc., New York; $12.50.

By MARGARET ARNOLD
Of the Gazette Staff

The late Gregory Bateson, the anthropologist-plus to whom this book is dedicated, defined information as "any difference that makes a difference." He also saw a "near identity" between the process of evolving and the process of learning. But it has fallen to Stewart Brand, a friend and admirer of Bateson's, to tackle the problem of getting a world of important information together with the folks who want it.

Brand has done this by compiling what has become a series of mammoth, comprehensive books known as the *Whole Earth Catalogs*. For those who don't remember, *The Last Whole Earth Catalog* (1971) was first, and *The Whole Earth Epilog* (1974) was next. *The Next Whole Earth Catalog*, published this year, is next. The titles, however, are all that's confusing about the books.

Between the covers of the newest version, readers will find reference to approximately 2,700 items, chosen for their quality, generally low cost and applicability to life on the threshold of the 21st Century. Many of the books, tools and ideas catalogued may, in fact, be the ones that eventually determine whether we make it across that threshold or not.

As its title indicates, the book is a synthesis of specializations. It is a card catalogue in the national mail-order library, a how-to order book for almost anything worth ordering. But more than that, it is a critical review of those books and other items, old and new, which warrant discovery or, in many cases, rediscovery.

Want to know what's the best book about earthworms? Page 73. It's *Harnessing the Earthworm*, written in 1959 by Thomas J. Barrett. Of it the reviewer writes:

"Darwin discovered that worms convert compost to humus within their digestive tract by the same chemical process which takes soil microbes months to perform. Barrett explains how farmers, gardeners, and tree growers can cultivate earthworms on a large scale or small to replenish topsoil. Worms are an untapped natural resource, and anyone who reads this classic book will want to become a Johnny Appleseed of earthworms."

Or perhaps you're more interested in hot tubs and saunas. Recommended are books on how to build your own, where to buy the best cheap sauna heaters and a 10-inch article entitled "Native American Sweating." It's a brief history of how the American Indians did it and why.

Traveling? There's a 62-page section headed "Nomadics," which includes articles and references to books and equipment for just about any kind of venture beyond the front door. Whether you're crossing Europe by train, buying a car, building a bicycle, backpacking into Alaska, trout fishing anywhere or, like Euell Gibbons, stalking the blue-eyed scallop, this section is for you.

Actually, whatever you do or are planning to do, *The Next Whole Earth Catalog* probably has at least two or three suggestions you hadn't thought about before. Its scope is all-inclusive, from underground comics to solar energy, from radical technology to foraging, from electronic music to garden hoes — the world today, or at least that part of it that the Whole Earth people deem best, is there.

You can thumb through the book and sample a fair-sized piece of contemporary thought and bemusement. If you've indulged in the earlier books, you can even trace a decade's worth of intellectual evolution. The 1971 book, for instance, listed only two items pertaining to solar energy; this book contains 63. The first catalogue contained only two pages about computers; the new one contains 12.

And so on. *The Whole Earth Catalogs* may not be perfect anthropological samples of today's life in this part of the planet, but they may be the closest thing to a reference time capsule published.

Even if you never order a book or a hammer or any of the records recommended in the *Next Whole Earth Catalog*, the book is worth more than its considerable weight just in good, minute-sized pieces of reading on everything from livestock to mysticism. And, besides, where else are you going to pick up a gem like this: You can sing Robert Frost's entire poem, "Stopping by Woods on a Snowy Evening," to the tune of "Hernando's Hideaway."

Renewal
Feb 9 '81

New Whole Earth Cat. longer but less whole

In the early 1970's, Stewart Brand's *Whole Earth Catalog* was an essential book. It was our public journal, covering our movement from A to Z with thousands of entries on hundreds of subjects – everything from how to milk goats to how to read Gregory Bateson – and its unusually broad categories ("Whole Systems," "Community," "Learning," etc.) allowed us to see trends and make connections that were not clearly visible before.

Now comes the *Next Whole Earth Catalog* (Random House, $12.50) and it's still chockfull of information – it's bigger than ever, in fact (608 pp.), and about 70% of the entries are new. At the same time, though, a whole new synthesis has arisen since the *Whole Earth Epilog* (1974), and important parts of that synthesis are missing from this Catalog.

Where is our breadth? There are plenty of books on decentralization, but nothing at all on planetary consciousness or world order, not even Gerald and Pat Mische's *Toward a Human World Order* or anything from the World Order Models Project in New York. There is only one page on the human potential movement (nothing by even Carl Rogers or Rollo May). There is nothing at all on blacks – "Black culture seems to be getting a deserved rest these days" – so there is no mention of Toni Cade Bambara's *The Salt Eaters* or Julius Lester's *All Is Well* which (truth be told) may have more to say to us than all that old Black Panther stuff that had been in the earlier Catalogs.

Where are our networks and organizations? The vast majority of this Catalog is taken up with books and pamphlets. A new reader might get the impression that the Whole Earth consists far more of paper than of people.

In many important areas, the Catalog is not on top of things like it used to be. Take economics. It reviews Leopold Kohr's three books (all pre-1974) but fails to review Kirkpatrick Sale's path-breaking *Human Scale* which is an American version of Kohr. It reviews Milton Friedman's latest but does not review Jude Wanninski's *The Way the World Works* which is more representative of present-day conservative ("supply-side") economic thinking and dovetails fascinatingly with the decentralist-and-globally-responsible movement. Where is Fred Hirsch's *Social Limits to Growth*, Harvey Leibenstein's *Beyond Economic Man*, Mark Lutz's *Challenge of Humanistic Economics*, Tibor Scitovsky's *Joyless Economy?* (N.B.: all have been published since 1974.) Even Hazel Henderson's *Creating Alternative Futures* is missing from the Catalog.

Or take politics. The key section here is called "Political Models" and it consists of exactly five books: one is on energy alternatives, one is an old anarchist chestnut (Kropotkin), one is an anarchist science fiction thriller (Ursula Leguin's *The Dispossessed*, 1973), one is Ernest Callenbach's ubiquitous *Ecotopia* (1974), and a fifth, Jay Ogilvy's *Many-Dimensional Man*, would have been difficult for Stewart to miss since Jay's next book is being written with someone from the Portola Institute. From the *Next Catalog* you would never know that the years since 1974 have seen the publication of James and Grace Lee Boggs's *Conversations in Maine*, Marilyn Ferguson's *Aquarian Conspiracy*, Willis Harman's *Unfinished Guide to the Future*, Robert Nisbet's *Twilight of Authority*, James Robertson's *Sane Alternative*, Theodore Roszak's *Person/Planet*, and Alvin Toffler's *Third Wave*.

The *Next Whole Earth Catalog* is well worth looking at. It might even be worth $12.50. But it's no longer our public journal.

Renewal mag. from Va. 2/9/81

The Weekly's Reader
Dec 10 '80

The Next Whole Earth Ca
Edited by Stewart Brand
Random House $12.50

THE WHOLE EARTH CATALOG, the Horatio Alger of hip publishing, began life as a humble adjunct to the homely Whole Earth Truck Store in Menlo Park in 1968. In its last thrilling episode, *The Last Whole Earth Catalog* (1971), our hero was rich (1.6 million sales) and famous (National Book Award), according to formula. Since then the show has been serialized as *the CoEvolution Quarterly*, a magazine-sized publication essentially indistinguishable from the Earth-sized version.

Now the Catalog is back. To be precise, eleven percent of it is back: 300 of the 2,700 listings from *The Last Whole Earth Catalog* 1971 book turn up (suitably updated) in the new one, called wryly *The Next Whole Earth Catalog*. Technically, *The Next W.E.C.* is just Issue No. 27 of *CoEvolution Quarterly*, but what it looks like is a sleeker, snazzier, better version of the nonbook that made publishing history. What it is, mostly, is a jumbo book review, even though lots of the "books" are catalogs themselves, or magazines, or some such thing. If *The New York Times Book Review* is the Sears catalog of the intellect, the *Catalog* is the Sears catalog of the imagination.

This all may strike some readers as quaintly partaking of what David Crosby has recently called "that peace, love, and granola shit." It is not, really. I don't care if you've traded your commune comfy chair for a seat on the Federal Reserve Board, you're still apt to like *The Next W.E.C.* The geodesic domes are out, having proven too leaky; in their place are plenty of practical, up-to-date guides on how to build cabins, homes, and suburban yurts. The tone of the reviews generally seems less spacey, more matter-of-fact. Now that solar technology is no longer a hash pipedream, there are sixty-three items in the category v. the only two on the market in 1971. There are six times as many items on computers, and the number of woodstove manufacturers in the country has shot up from five or ten to over 400. The original *Catalog* was perhaps one reason some of these changes came about, and certainly the reason such worthy titles as John Muir's *How to Keep Your Volkswagen Alive* made it from self-published oblivion to far-flung fame (1.3 million sales). That's what it has been about from the beginning: getting people ("the people" for you diehards) in touch with tools that can enrich their lives for cheap. Doing it yourself makes more sense in the pinchpenny Eighties than the guns-and-butter Sixties; and given the pernicious trend toward blockbuster promotion and shrinking backlists, the chances of a fine book's getting ignored by those who would find it most useful are growing apace. There has never been more need for the *Catalog* than today.

But *The Next Whole Earth Catalog* isn't so responsible as to be no fun anymore. It has stuff about Gregory Bateson, amateur insemination ("the root meaning of 'amateur' is love"), Florida's Clown College, urination in outer space, Northwest hot springs, Susan Sontag, shoe rasps, Sri Lanka, the Atlas of Sexual Pleasures, the California Water Atlas, in International Cloud Atlas, and the Cartoon History of the Uhiverse.

At the bottom right-hand corner of each page of the *Last Catalogue*, there was a short installment of a hippie novel called *Divine Right's Trip*, which pleased me at 14. What pleases me even more at 25 is *The Next Catalog*'s bottom-corner feature, *The Rising Sun Neighborhood Newsletter*. It's full of quotes, anecdotes, fun facts, bits of litcrit (did you know that Frost's "Stopping By Woods on a Snowy Evening" can be sung all the way through to the tune of Hernando's Hideaway, from *The Pajama Game*?). *The Next Whole Earth Catalog* has a slick color cover, print that comes off in your mind, not on your hands, and the same pricetag as an ordinary hardback novel. What more could you ask? A flip-picture movie. The bottom-corner newsletter has one, with a bang-up final sequence courtesy of our own favorite volcano.

The Weekly's Reader (Seattle) 12-10-80

Sunday News Journal
Dec 21 '80

Sunday News Journal
12-21-80

Wilmington; Delaware

After the last comes the next

THE NEXT WHOLE EARTH CATALOG, edited by Stewart Brand. Random House. $12.50.

By JANE REID

There was "The Whole Earth Catalog." And "The Last Whole Earth Catalog." And, now, nine years after The Last, comes The Next, issued in October and already into a second printing.

The Next is a better-looking volume than the preceding two, with cleaner printing and more professional design. Despite its subtitle, "Access to Tools," it seems to contain more books than anything else. Here are most of the standard books on homesteading, gardening, crafts and how-to-do-it, and a few you may not find in your local bookstore, including one touted as the best reference on sexing marijuana plants. (The female but seedless buds produce the best resin, or so it says here.)

Yes, some home, farm and Third-World technology tools are listed. And there are other non-book items you can't find just anywhere: a $4,000 sculptured wood bed; pewter spoons and forks with handles made "from life-castings of real asparagus"; a $15 Monkey Birthing Doll, "a handmade sock doll that gives birth to a baby. The umbilical cord snaps off and the baby may be snapped to the mother's breast to nurse. . . Dolls demonstrating a caesarean delivery . . . can be ordered."

Like the earlier catalogs, this one isn't all items for sale. It includes writings by Brand and others, with information you won't find elsewhere (and may not have looked for), such as how to use road-killed animals for food and hides.

Whole Earth is an understatement; there's a good-sized section on outer space. And as befits its scope, this is a big book, 11 by 14½ inches, almost too heavy to carry comfortably. Sears, Roebuck it's not. But in its 608 pages, there's lots to entertain, to amaze, to interest, perhaps to appall, possibly even to instruct.

Jane Reid is assistant editor of the Sunday News Journal.

from Recent Publication on Governmental Problems by the Merriam Center Library (Chicago

Merriam Ctr. Lib.
Dec 15 '80

12-15-80

ENVIRONMENT - YEARBOOKS
Brand, Stewart, ed.
The next whole earth catalog. Point, 1980. Distrb. by Random House, 201 E. 50th St., New York City 10022. 608p. $12.50. 24-2

Am. Council on Consumer Interests
ACCI 1/81

† THE NEXT WHOLE EARTH CATALOG, edited by Stewart Brand, 1980, 608 pp., 11 x 14½ x 1½ inches, $12.50, Random House, 201 E. 50th St., New York, NY 10022. A catalog of immense size that lists and discusses hundreds of items deemed useful as a tool, relevant to independent education, high quality or low cost, and easily available by mail.

Human Economy Newsletter Winter '80

THE NEXT WHOLE EARTH CATALOG (Point/Random House, 1980), Stewart Brand & friends' latest tool kit for the good life, is a real gem, and we're delighted to see that it's on the best-seller list of late. As many of you know, Stewart is also the Editor of Co-Evolution Quarterly, which always has some good things of interest to our crowd. We call your attention especially to the Summer, 1980 issue (no. 26) which contains, among other things, a major new essay by Ivan Illich on "Vernacular Values" and articles by Paul Hawken, "What's Economical?" and Leopold Kohr (one of E. F. Schumacher's favorite writers) on "Slow is Beautiful."
For subscription information: Box 428, Sausalito, Ca. 94965

The Human Economy Newsletter in MA Winter '80

Des Moines Sunday Register Dec 14 '80

Des Moines Sunday Register

The Next Whole Earth Catalog: Access to Tools, edited by Stewart Brand, (608 pages, illustrated); Random House, $12.50, paper.

I can't think of a better way to spend an extra $12.50 than to buy a copy of The Next Whole Earth Catalog, which supersedes "The Last Whole Earth Catalog" (1971) and the "Whole Earth Epilog" (1974), which aren't in print any more.

The introduction spells out the purpose of this 14½-by-11-inch paperback treasure trove of "tools," which includes books, tools for learning. The intro says: "We're here to point, not to sell . . . We only review stuff we think is great. Why waste your time with anything less?"

What this hodgepodge is about is "refining" your life, doing things yourself, whether you're contemporary with the Jerry Brown generation, or part of the new college-age population, "with its unusual ability . . . and its apparent lack of confidence to entrepreneur its own road" or "the vast citizenry that has had it with inflation, people who are rapidly finding that when you fix or build your own house (car, education, body, community), you deal in uninflated coin, your time, and don't get taxed for the transaction."

Independent Journal
Nov 14 '80

3396

Overlook

Nov 14 '80

San Rafael Independent Journal

The national media just can't leave Marin alone. It's impossible to pick up a magazine these days without seeing some local face staring out from the pages.

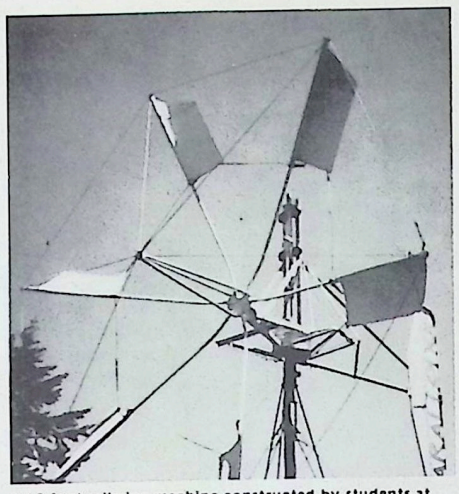
In this week's Peep-hole magazine, there's a blip on B. "Hap" Kliban of San Anselmo, the cartoonist responsible for all those damn cats. Also peeping from People is the crash of '80, Paul Erdman of Belvedere, who is pictured eating dinner. Don't ask why.

For the more serious *Overlookers*, this week's Newsweek has all the election news and more than enough Marinites. On page 97, sex therapist Lonnie Barbach of Mill Valley is featured. Three pages later is a full-page treatment given to Stewart Brand of Sausalito and his "The Next Whole Earth Catalog." Reclusive Sam Shepard of Mill Valley, the playwright-actor, came out of hiding long enough to be profiled in the same issue of Newsweek.

QPB

Featured Alternate for November

A brand new edition of one of the all-time best-selling how-to-do-it, where-to-get-it guides



A 16-foot sailwing machine constructed by students at Farallones Institute using ideas from this book.

THE NEXT WHOLE EARTH CATALOG
Access to Tools
Edited by Stewart Brand

This revised 608-page sequel to *The Last Whole Earth Catalog* (which has sold almost 1,400,000 copies since 1971) includes information on where to get hundreds of services and products—from books on running to advice on trimming medical costs to publications on building your own windmill—all by mail.

Approximately 70 percent of the material in this edition—the first since 1971—is new. Every entry that appeared in previous catalogs has been revised and updated; the dozens of new entries include home computers, medical self-care and solar energy technology. Like its predecessors, the catalog is written in a humorous, intelligent and down-to-earth style that will help anybody to find the best, the cheapest and sometimes the most offbeat goods—or, as Stewart Brand puts it, to "find his own inspiration and shape his own environment." Every item has been evaluated by Brand's editorial staff.

The Next Whole Earth Catalog couldn't have been published at a better time. It will be welcomed by every inflation-battered consumer who must economize, conserve and improvise. *Page size: 11" x 14½" • Pages: 608*

Price to Members: $10.95 (Publisher's price: $12.50)
Bonus Points: 3 • To obtain book at no extra charge: 18
Order #31-1320

nov '80

Quality Paperback Book Club

"Hooked on Books"

nov 7 '80

Well it's here and it is selling very well, and it is THE NEXT WHOLE EARTH CATALOG Access to Tools edited by Stewart Brand, Random House, $12.50. And it is indeed bigger and better than ever -- and I do like the way it is packaged -- neat cover!

THE NEXT WHOLE EARTH CATALOG is completely revised, updated and redesigned to help us survive the economic, ecological, and political perils of the eighties. This WHOLE EARTH CATALOG stresses self-reliance as the better way, it ventures into areas of particular concern for this decade: home computers; latest in medical self-care; best home tools and supplies; an evaluation of running and exercise books; hospices for the dying; birth-control systems; farm supply catalogs; solar energy and alternative technology; plus so much more specific information that will help everyone -- from the young to older -- to cope with our times.

The new or revised listings meet the same stringent criteria for inclusion (as the old): an item appears only if it is 1) useful as a tool, 2) relevant to independent education, 3) of high quality or below cost, 4) easily available by mail. And besides, once you start going through THE NEXT WHOLE EARTH CATALOG you find it addicting -- you want to share it with everyone.

Jeff Rogart bought solid quantities for all stores and I hope you all really have it stacked out there.

* * * * * *

GALAXIES, a stunning, large format book of pictures and words is a celebration of the deep interdependence between human beings and the cosmos at large. GALAXIES is the pictorial showcase of the cosmos, published by Sierra Club Books. It brings all the

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North Country Anvil #33
(MN) Nov/Dec '80

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- **Hungry as the Sea** by Wilbur Smith — A super-tanker may become history's greatest disaster! Spell-binding adventure & romance. **2.33** Pub. List 3.50
- **Kane & Abel** by Jeffrey Archer — A Boston Brahmin pitted against a Polish immigrant in a ruthless corporate power play. **2.66** Pub. List 3.75
- **The Next Whole Earth Catalog** Edited by Stewart Brand Updated, revised survival kit for the 80's. **8.44** Pub. List 12.50
- **Come Pour the Wine** by Cynthia Freeman — The ex-husband or the new man? A choice every woman would secretly love to face! **8.76** Pub. List 12.95

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Announcements

1 Present subscribers to CoEvolution will receive THE NEXT WHOLE EARTH CATALOG as their Fall 1980 issue of CQ (No. 27) at no extra charge.

2 CoEvolution subscription rates are going up to $14/year (individual copies, $4).

3 New $14 subscribers also will receive the $12.50 NEXT WHOLE EARTH CATALOG as their first issue (a $23 total value for $14), but the offer is only good until December 21, 1980. (New subscribers after that date will start with the ordinary Winter 1980 issue.)

The COEVOLUTION Quarterly
P. O. Box 428
Sausalito, California 94965

Future Focus / Oct '80

Quest Nov '80

Biscuit-Plain Sense

Quest Nov '80

Herakleitos and Diogenes
Translated by Guy Davenport
Grey Fox Press $3.50
Box 10233, Eugene, Oregon 97440

HUGH KENNER archive

Lone men busy with their hands—Franklin setting type, Thoreau splitting wood—can get to thinking aphoristically about how the world works. "Honesty is the best policy"; "The mass of men lead lives of quiet desperation." Since log-cabin days the aphorism has been an American genre.

Stewart Brand, its best living practitioner, sprinkled his *Whole Earth Catalog* with gems someone ought to anthologize. "We need better outlaws"; "We can't put it together, it is together"; "Dig Wholes."

Brand also published the poet Mark Mendel's meditations on building a stone wall: "Even a round rock has a flat side if you can find it."

Something like that sticks to the memory by not confining itself to stones; any act of patient attention comes within its scope. The most interesting kind of aphorism commences as a rather obvious remark about something in particular, and soon teases us into finding nearly limitless applications. Try "A stitch in time saves nine," which is not about tailoring.

HUGH KENNER is the author of *The Pound Era, Bucky: A Guided Tour of Buckminster Fuller*, and *Samuel Beckett*.

unknown source

Random House to Publish Next Whole Earth Catalogue

Born of the social and cultural upheavals of the 1960s, "The Whole Earth Catalogue" became a bestseller in the 1970s. Although estimates vary on the combined sales of the different editions (including "The Last Whole Earth Catalogue"), the consensus is that the mail order catalogue sold well over 1- and probably closer to 2-million copies. (Not bad for a book whose first print run was 2000 copies.) Now Random House announces it will release "The Next Whole Earth Catalogue" ($12.50) in November. Stewart Brand, creator of the original volume, is also editor of this one, and the criteria for inclusion remain the same: an item must be useful as a tool, relevant to independent education, of high quality or low cost and easily available by mail. The format is identical to that of the original, but about 70% of the material is new, and all items have been updated. Such areas of concern for the '80s as home computers, medical self-care, solar and alternative technology are covered. "If the original 'Whole Earth Catalogue' pitched self-reliance as a better way," says the publisher, " 'The Next Whole Earth Catalogue' comes at a time when, thanks to inflation and energy woes, there seems to be no *other* way." A first printing of 100,000 copies has been set.

General Resources

THE NEXT WHOLE EARTH CATALOG is now available from the editors of CoEvolution Quarterly, Box 428, Sausalito, CA 94965. A subscription is $14 per year. This giant catalog (11"x14½", listing 2700 earth "tools") is worth twice that much alone.

CAMPUS MINISTRY COMMUNICATIONS
Division of Campus Ministry & Educational Services
Lutheran Council in the USA
35 East Wacker Drive, 1847, Chicago, IL 60601

Circle mag. Nov-Dec '80

Publishers' Wkly.
JULY 4, 1980

First printings of 100,000 copies or more are in store for five Random House titles. "The Covenant" tops the list with 250,000, followed by the Betty Crocker (225,000), "Cosmos" (150,000) and Gloria Swanson's memoirs, "Swanson on Swanson," and "The Next Whole Earth Catalog" by Stewart Brand, each 100,000.

THE NEXT WHOLE EARTH CATALOG
By Stewart Brand
The comprehensive, how-to-do-it, where-to-get-it manual is now bigger and better than ever—completely revised, updated and redesigned to help us survive the economic, ecological and political perils of the eighties. $12.95

AFT Book service

December 21, 1980/The New York Times Book Review

Paperback

Best Sellers

TRADE

Trade paperbacks are softcover books usually sold in bookstores and at an average price higher than mass-market paperbacks. This listing is based on computer-processed reports from 1,600 bookstores in every region of the United States.

1 **MARY ELLEN'S BEST OF HELPFUL HINTS,** by Mary Ellen Pinkham and Pearl Higginbotham. (Warner/Lansky, $4.50.) Housekeeping tips.

2 **GARFIELD AT LARGE,** by Jim Davis. (Ballantine, $4.95.) Antics of a cartoon cat.

3 **PEOPLE'S PHARMACY 2,** by Joe Graedon. (Avon, $5.95.) Evaluations of 200 products.

4 **MARY ELLEN'S BEST OF HELPFUL KITCHEN HINTS,** by Mary Ellen Pinkham. (Warner, $4.50.) Cooking tips.

5 **A FIELD GUIDE TO THE BIRDS,** by Roger Tory Peterson. (Houghton Mifflin, $9.95.) Completely revised guide for eastern North America.

6 **STILL LIFE WITH WOODPECKER,** by Tom Robbins. (Bantam, $6.95.) A fey love story.

7 **FOXFIRE 6,** edited by Eliot Wigginton. (Anchor/Doubleday, $7.95.) Appalachian folklore.

8 **THE OFFICIAL PREPPY HANDBOOK,** edited by Lisa Birnbach. (Workman, $3.95.) How to be really Top Drawer: humor.

9 **GODEL, ESCHER, BACH,** by Douglas R. Hofstadter. (Vintage, $8.95.) A metaphorical fugue on minds and machines.

10 **NO ONE HERE GETS OUT ALIVE,** by Jerry Hopkins and Daniel Sugerman. (Warner, $7.95.) Life of the late Jim Morrison, singer/lyricist.

11 **THE JOY OF SEX,** by Alex Comfort. (Simon & Schuster/Fireside, $8.95.) With illustrations.

12 **DRAWING ON THE RIGHT SIDE OF THE BRAIN,** by Betty Edwards. (J. P. Tarcher, $8.95.) Using that little-used side of your brain.

13 **WHAT COLOR IS YOUR PARACHUTE?** by Richard Nelson Bolles. (Ten Speed Press, $5.95.) Guide for job-hunters and career-changers.

14 **THE NEXT WHOLE EARTH CATALOG,** edited by Stewart Brand. (Point/Random House, $12.50.) Ways "to survive in the 80's."

15 **SKYE O'MALLEY,** by Bertrice Small. (Ballantine, $5.95.) An Irish beauty's adventures in Algeria and Elizabethan England: fiction.

December 28, 1980/The New York Times Book Review

Best Sellers (Paperback)

TRADE

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13 **SKYE O'MALLEY,** by Bertrice Small. (Ballantine, $5.95.) An Irish beauty's adventures in Algeria and Elizabethan England: fiction.

14 **DRAWING ON THE RIGHT SIDE OF THE BRAIN,** by Betty Edwards. (J. P. Tarcher, $8.95.) Using that little-used side of your brain.

15 **WHAT COLOR IS YOUR PARACHUTE?** by Richard Nelson Bolles. (Ten Speed Press, $5.95.) [illegible] job-hunters and career-changers.

January 25, 1981/The New York Times Book Review

Best Sellers (Paperback)

TRADE

Trade paperbacks are softcover books usually sold in bookstores and at an average price higher than mass-market paperbacks. This listing is based on computer-processed reports from 1,600 bookstores in every region of the United States.

1 **THE OFFICIAL PREPPY HANDBOOK,** edited by Lisa Birnbach. (Workman, $3.95.) How to be really Top Drawer: humor.

2 **PEOPLE'S PHARMACY 2,** by Joe Graedon. (Avon, $5.95.) Evaluations of 200 products.

3 **MARY ELLEN'S BEST OF HELPFUL HINTS,** by Mary Ellen Pinkham and Pearl Higginbotham. (Warner/Lansky, $4.50.) Housekeeping tips.

4 **THE NEXT WHOLE EARTH CATALOG,** edited by Stewart Brand. (Point/Random House, $12.50.) Ways "to survive in the 80's."

5 **MARY ELLEN'S BEST OF HELPFUL KITCHEN HINTS,** by Mary Ellen Pinkham. (Warner, $4.50.) Cooking tips.

6 **GARFIELD AT LARGE,** by Jim Davis. (Ballantine, $4.95.) Antics of a cartoon cat.

7 **STILL LIFE WITH WOODPECKER,** by Tom Robbins. (Bantam, $6.95.) A fey love story.

8 **A FIELD GUIDE TO THE BIRDS,** by Roger Tory Peterson. (Houghton Mifflin, $9.95.) Completely revised guide for eastern North America.

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11 **THE JOY OF SEX,** by Alex Comfort. (Simon & Schuster/Fireside, $8.95.) With illustrations.

12 **THE OFFICIAL I HATE CATS BOOK,** by Skip Morrow. (Holt, Rinehart & Winston, $3.95.) Humor.

13 **WHAT COLOR IS YOUR PARACHUTE?** by Richard Nelson Bolles. (Ten Speed Press, $5.95.) Guide for job-hunters and career-changers.

14 **DRAWING ON THE RIGHT SIDE OF THE BRAIN,** by Betty Edwards. (J. P. Tarcher, $8.95.) Using the little-used side of your brain.

15 **FOXFIRE 6,** edited by Eliot Wigginton. (Anchor/Doubleday, $7.95.) Appalachian folklore.

February 22, 1981/The New York Times Book Review

(Paperback)

Best Sellers

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4 **SYLVIA PORTER'S NEW MONEY BOOK FOR THE 80's.** (Avon, $9.95.) Financial advice.

5 **WHAT COLOR IS YOUR PARACHUTE?** by Richard Nelson Bolles. (Ten Speed Press, $5.95.) Guide for job-hunters and career-changers.

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13 **LINDA GOODMAN'S LOVE SIGNS,** by Linda Goodman. (Fawcett/Columbine, $7.95.) Astrological guide to romance.

14 **STILL LIFE WITH WOODPECKER,** by Tom Robbins. (Bantam, $6.95.) A fey love story.

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no date

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11 **NO ONE HERE GETS OUT ALIVE,** by Jerry Hopkins and Daniel Sugerman. (Warner, $7.95.) Life of the late Jim Morrison, singer/lyricist.

12 **MURPHY'S LAW BOOK TWO,** by Arthur Bloch. (Price/Stern/Sloan, $2.50.) More reasons why things go wrong.

13 **THE NUMBER OF THE BEAST,** by Robert A. Heinlein. (Fawcett/Columbine, $6.95.) A journey through alternate universes: science fiction.

14 **SKYE O'MALLEY,** by Bertrice Small. (Ballantine, $5.95.) An Irish beauty's adventures in Algeria and Elizabethan England: fiction.

15 **GODEL, ESCHER, BACH,** by Douglas R. Hofstadter. (Vintage, $8.95.) A metaphorical fugue on minds and machines.

Trade

Publishers Weekly Paperback Bestsellers

Dec 12'80

1. **People's Pharmacy—2.** Joe Graedon. | Avon, $5.95
2. **Mary Ellen's Best of Helpful Hints.** Mary Ellen Pinkham. | Warner/B. Lansky Books, $3.95
3. **The Official Preppy Handbook.** Edited by Lisa Birnbach. | Workman Publishing, $3.95. The first of two new trade paperback bestsellers; this one has 215,000 copies in print after three printings.
4. **Still Life with Woodpecker.** Tom Robbins. | Bantam, $6.95
5. **Garfield at Large.** Jim Davis. | Ballantine, $4.95
6. **Mary Ellen's Best of Helpful Kitchen Hints.** Mary Ellen Pinkham. | Warner Books, $4.50
7. **Gödel, Escher, Bach: An Eternal Golden Braid.** Douglas R. Hofstadter. | Vintage, $8.95
8. **The Next Whole Earth Catalog.** Edited by Stewart Brand. | Point/Random House, $12.50. The second new trade paperback bestseller this week.
9. **What Color Is Your Parachute?** Richard Bolles. | Ten Speed Press, $6.95
10. **A Field Guide to the Birds of Eastern and Central North America.** Roger Tory Peterson. | Houghton Mifflin, $9.95

Trade

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1/30/81

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7. **The Next Whole Earth Catalog.** Edited by Stewart Brand. | Point/Random House, $12.50. Total copies in print after six trips to press: 260,000.
8. **No One Here Gets Out Alive.** Jerry Hopkins and Daniel Sugarman. | Warner Books, $7.95
9. **Mary Ellen's Best of Helpful Kitchen Hints.** Mary Ellen Pinkham. | Warner Books, $4.50
10. **The Official I Hate Cats Books.** Skip Morrow. | Holt, Rinehart and Winston, $3.95

THE NEXT
Whole Earth
Catalog

CoEVOLUTION Quarterly

sent early '80

BOX 428
SAUSALITO CALIFORNIA 94965
(415) 332 1716

We are considering once again praising a product of yours — this time in **The Next Whole Earth Catalog**, which is in production now and due out from Random House in September, 1980.

Enclosed is our previous review. Please inspect it for current accuracy — price, ordering address, etc. — and send us any corrections.

If your product is a periodical, catalog, or book with a new cover, we need a current copy to photograph and excerpt.

The original **Whole Earth Catalog**, which I edited, sold over 1,600,000 copies. The **Whole Earth Epilog** (1973) sold 250,000 copies.

To ensure your presence in **The Next Whole Earth Catalog** we need your corrections and material as soon as possible.

If you have other items you think we should consider for the **Next Catalog**, send them along.

Any questions — contact Art Kleiner in our office at (415) 332-1716.

Many thanks.

Stewart Brand

Stewart Brand
Editor

Published by the Whole Earth Catalog
The CoEVOLUTION Quarterly
Box 428, Sausalito, California 94965

Bring this card with you.

The staff of The Next Whole Earth Catalog would like to invite you and a guest to their End of Production Potluck Party.

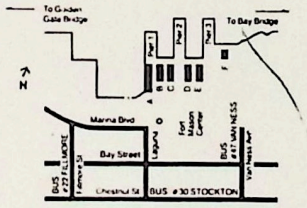
Meet the rest of the people who helped make the Catalog possible!

LIVE MUSIC - "84 Rooms"

Bring some drinks and funky finger food.

Room 300 Bldg C - Fort Mason
Laguna and Marina

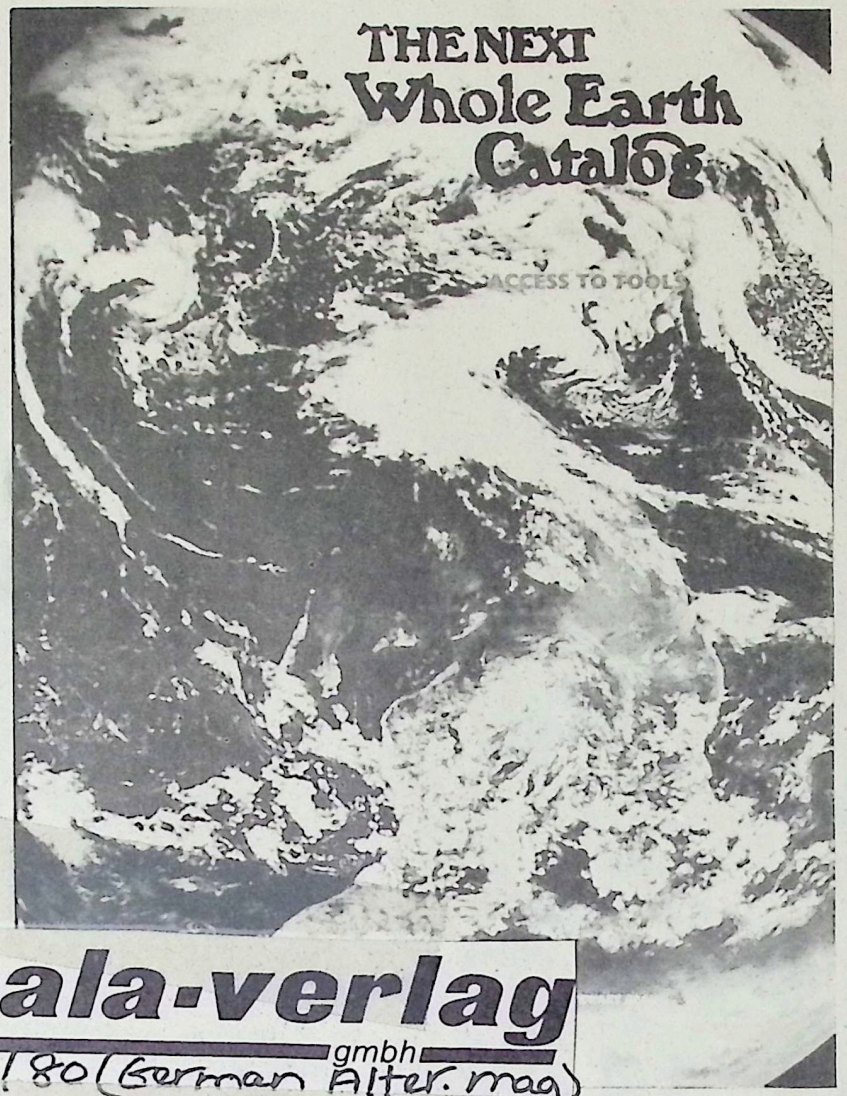
7-12pm Thurs. September 4



NASA photo of the Earth, taken during the final Lunar landing of Apollo 17, December 11 - 14, 1972. Continent of Africa and the Red Sea are visible.
SCB16342

THE NEXT Whole Earth Catalog

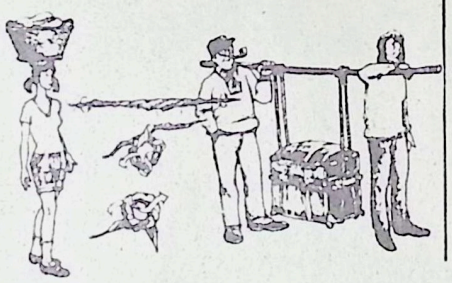
Pala-Verlag
nov '80



pala-verlag
gmbh
11/80 (German Alter. mag)

pala-verlag gmbh Postfach 51 6117 Schaafheim

Es gibt wieder einen neuen Whole Earth Catalog. Nach dem „Last Whole Earth Catalog" kam der „Whole Earth Epilog", nun ist der „Next Whole Earth Catalog" da. Wie alle seine Vorgänger, verspricht auch er, „Zugang zu Werkzeugen" (im weitesten Sinne).



ZIEL

Da wir wie Götter sind, sollten wir diese Beschäftigung auch gut ausfüllen. Bisher haben entfremdet ausgeübte Macht und der Glanz - wie sie durch Regierungen, Großunternehmen, die Kirche und die Erziehungssysteme praktiziert wurden- es dahin gebracht, daß die wenigen tatsächlichen Errungenschaften durch schwere Mängel wieder in Frage gestellt werden. Als Antwort auf dies Dilemma und diese fragwürdigen Ergebnisse entwickelt sich ein Bereich von persönlichem, vertrautem Einfluß - die Möglichkeit von Individuen, sich selbst zu erziehen, ihre eigene Inspiration zu finden, ihre Umgebung zu formen und diese Erlebnisse mit all denen zu teilen, die daran Interesse haben. Werkzeuge, die diesen Prozeß fördern, wurden vom „Next Whole Earth Catalog" gesucht und gefördert.

ZWECK

Der „Next Whole Earth Catalog" ist ein Mittel zur Bewertung von und zur Erleichterung des Zugangs zu Werkzeugen. Mit ihm soll der Benutzer leichter in der Lage sein, zu wissen, was es wert ist, gekauft zu werden, wo und wie dies zu bekommen ist.

Ein Teil wird im Catalog aufgeführt, wenn wir glauben, daß es
1. nützlich
2. wichtig für eine unabhängige Bildung
3. qualitativ hochwertig oder billig
4. einfach durch die Post zu erhalten ist.

Die Eintragungen werden ständig durch die Erfahrungen und Vorschläge der Catalog-Benutzer und Mitarbeiter überprüft.

Wozu kann dies wahrhaft gigantische Werk nun dienen (mehr als 2 kg schwer)?

0. Zur persönlichen Entwicklung. Der Geist, indem der Katalog geschrieben ist und der auch überall zu spüren ist, stellt eine Herausforderung, eine Aufforderung zum Mitmachen, Mitdenken, Verändern dar, der man sich kaum entziehen kann.
1. kann man danach bei den aufgelisteten Firmen bestellen, auch wenn die Preise für uns in Europa unterschiedlich sind.
2. finden sich nützliche Anregungen, nach denen man auch bei uns suchen kann oder das gewünschte selbst nachbauen.

Der Next Whole Earth Catalog ist bei der Grünen Kraft, 6941 Löhrbach für 38 DM Vorkasse zu beziehen. PSchA Ffm Nr. 5431 94 – 601

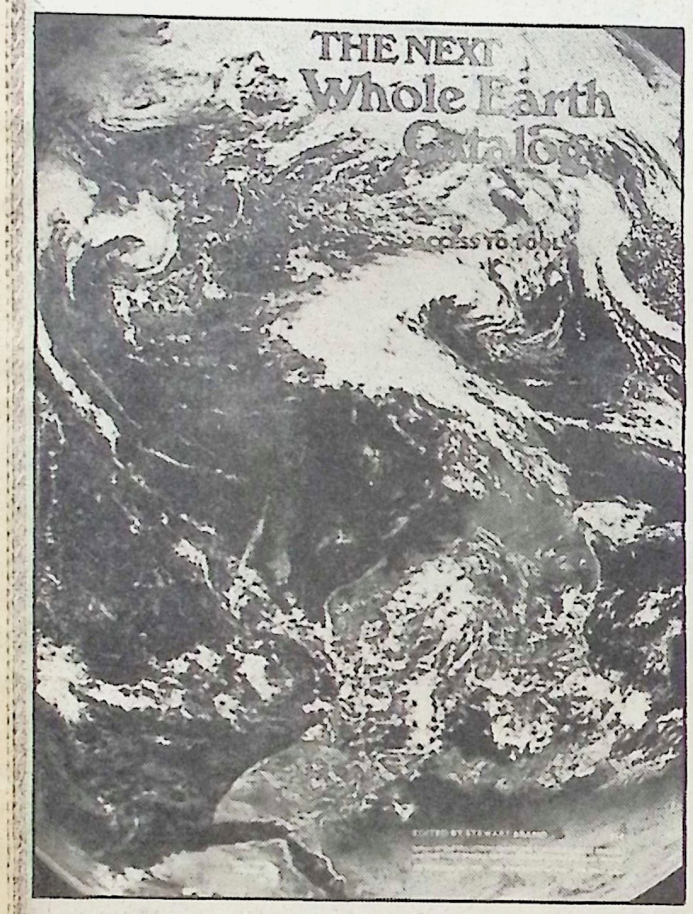
Le Sauvage
winter '80

LE CERVEAU PLANETAIRE

C'est comme si on vous proposait de doubler la taille de votre cerveau comme on double la taille de sa maison. Voilà le plus extraordinaire volume de références existant. Que l'on s'intéresse à la pêche à la truite, à l'exploration spatiale, aux hologrammes, à la botanique ou à 2 000 autres sujets. Malheureusement tout en américain. Aucune publication française ne lui arrive à la cheville. On attendait la nouvelle édition depuis sept ans. Elle est là. J'espère qu'on pourra se le procurer dans les librairies anglo-saxonnes, Galignani rue de Rivoli et Brentanos avenue de l'Opéra. Sinon demandez à vos amis qui vont aux Etats-Unis de vous le rapporter ou bien commandez-le directement à *Co Evolution,* P.O. BO 428, Sausalito, Californie 94966, avec un chèque international de 16 $.

The next whole Earth Catalog par une équipe de San Francisco.

Of cabbages and computers: 'The Next Whole Earth Catalog'



The Next Whole Earth Catalog: Access to Tools
Stewart Brand, editor
Random House, 1980
$14.00, 608 pp.

By Daniel Collison

This book is great. I've had a copy of *The Next Whole Earth Catalog* for four months now, have read in it hundreds of hours, and it still hasn't worn out its original appeal.

What could be so interesting? Take a look at this book sometime (better yet, buy it) and see for yourself: it contains 608 pages (big ones — 11 by 14 inches) jam-packed with reviews of some of the best books, magazines, tools, and ideas of our day.

The subjects and topics covered by the *Next Catalog* vary widely. Many people, when they hear "Whole Earth," expect the catalog to be about goats, granola, and communes. True, the original *Whole Earth Catalog* (published 13 years ago) was made by and for hippies, but the Next Catalog smells little, if any, of aging hippies. As Stewart Brand, the editor of the *Next Catalog*, says in the book's preface, "Back-to-Basics certainly is a major point we make, but so is Onward-and-Upward (space, computers, electronic music), and Outward-in-All Directions-So Long-As-It-Doesn't Hurt-Anybody-Probably."

The result is that goats, cheap and wholesome food, and communes still get coverage, but so do state-of-the-art technology and the latest advances in science.

Hundreds of topics are covered, ranging from bees to vernacular architecture, new-wave magazines to outdoor gear, medical self-care to suicide, and cybernetics to sewing.

The multiplicity and complexity of the *Catalog* make it a sort of Rohrshach test: There is something in here for everybody. I gave away four copies of the *Next Catalog* at Christmas. One friend, interested in the evolution of ideas, discovered Gregory Bateson in the *Catalog*. Another friend, a book lover, termed the catalog "great—a real library!" My father, the proud owner of a Stihl 045 chainsaw, and handy at tree felling, was surprised to be informed by the catalog that "contrary to public belief, the Stihl 045 is not the best chainsaw going... the Husqvarna 480 is." My sister and her husband, homesteading in Iowa along with their 7-month old baby, were interested most in the sections on gardening and child-care.

All in all, these views correspond pretty closely to the stated purpose of the catalog: the promoting of tools that help individuals develop the power "to conduct their own education, find their own inspiration, shape their own environment, and share the adventures with whoever is interested."

Reviews of such concrete and abstract tools, and information on access to them comprise the bulk of the *Catalog*. All reviews contain an evaluation of the tool. Evaluations tell what the item is good for and how it compares with others. The item is also pictured. If it is a catalog or book or magazine, representative excerpts and/or illustrations from it are displayed.

Most evaluations are done by Stewart Brand. The majority of the rest of the reviews is done either by members of the *Catalog* staff, or by specialists (generally from the Bay Area, since the *Catalog* is produced in Sausalito). The rest of the evaluations are scattered among reviewers too diverse to classify. Ken Kesey, for instance, introduces Martin Buber's *I and Thou*. One of the best (and longest) evaluations is done by Judith Van Slooten (who worked for years for Gregory Bateson) on the book *From Sad to Glad*.

Almost all of the evaluations are done by people somehow associated with the *Next Catalog* or its staff, or with the *CoEvolution Quarterly* magazine (a sort of on-going *Catalog* that's heavier on articles and fiction, and is smaller). All readers of the *Catalog* are invited to improve upon the *Catalog's* evaluations and recommendations, "so that the next *Next Catalog* may be more comprehensively accurate in pointing out excellence." Even complaint letters are paid for when printed.

This policy on contribution is typical of the *Catalog's* informality. All of the evaluations are signed, and most evaluators feel free (in fact, most make it a point) to refer to personal experiences or tastes in their criticism. *All* reviewers, of course, rely upon personal experiences and prejudices, but the reviewers in the *Next Catalog* at least attempt to tell you outright what some of these are. This attitude is just part of the *Catalog's* self-described "arch-mission to make all processes transparent."

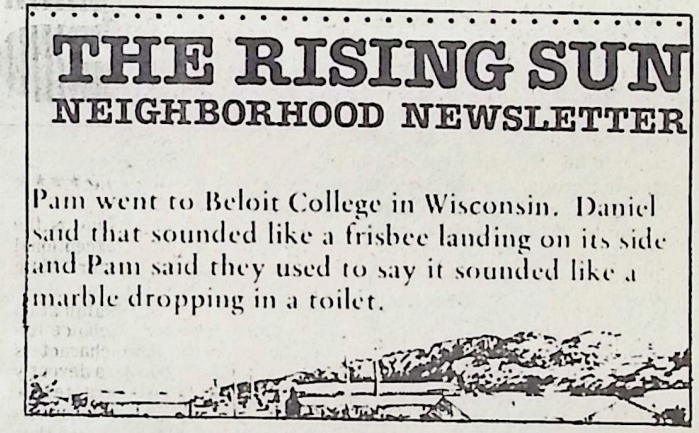
Equally as informative and entertaining as the reviews, if not more so, are the occasional articles, interviews, factual stories, fiction, and aphorisms. Notable among these are "The Four Illusions of Money," (article), "There ain't no graceful way: Defecation and urination at Zero G" (an interview), "The Third Wave" (a factual story which took place in Palo Alto), "Snake," and "14 True Words on Health and Malpractice Insurance."

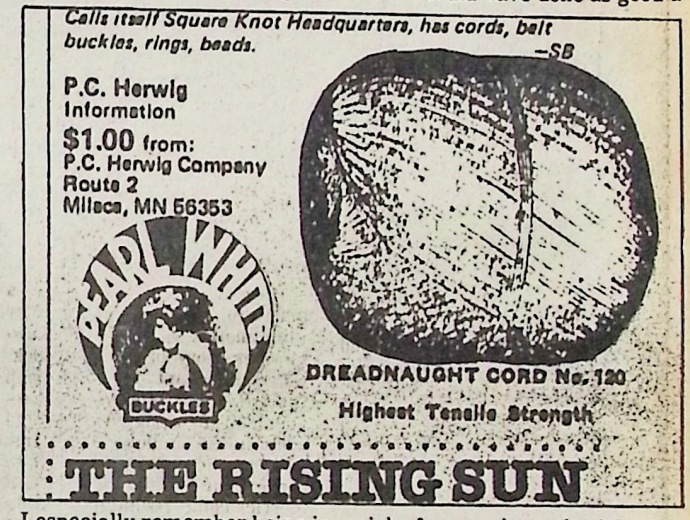
There's even a gossip column — on every other page, *Catalog* production editor Anne Herbert presents excerpts from her "Rising Sun Neighborhood Newsletter" (published in Sausalito). For the most part, the "Neighborhood" is wonderful, interesting, and always lively. Just a few times, though, Herbert is overbearing, or overly cute, or fussy.

Some people, when first introduced to the *Catalog*, are irritated by its style. They feel it is too chatty, or familiar, or condescending. I am used to this personalized style, because of my previous exposure to *CoEvolution Quarterly*. When I first started reading *CQ*, I especially remember being irritated by the glaring presence of Stewart Brand's ego. This is a common complaint. But, as the people at the *Catalog* certainly know, it is this personalized approach that makes their product unique and gives it its winning qualities. As the personality behind the writing emerged, I realized I liked their informal approach to reviewing and writing.

It was a strange feeling when I met the *Catalog* research editor Art Kleiner recently. Because of his writing, and because of all the references to him in *Catalog* and *CoEvolution Quarterly* gossip, including pictures, I recognized him immediately and felt as if I already knew him. The *Catalog* staff has done such a good job in making the *Catalog* a non-mystery that I feel I know as much about it as they do. I came to this realization after calling Kleiner to ask him some questions about the *Catalog*. The answers he gave were boring. Having read as much as I had, I felt I could have done as good a job of answering as he did.

In short, *The Next Whole Earth Catalog* is such a new, unique, and varied experience that I recommend it to all readers interested in adventure and discovery — of the universe, of the world, and of themselves. I promise you will find something new and worthwhile.

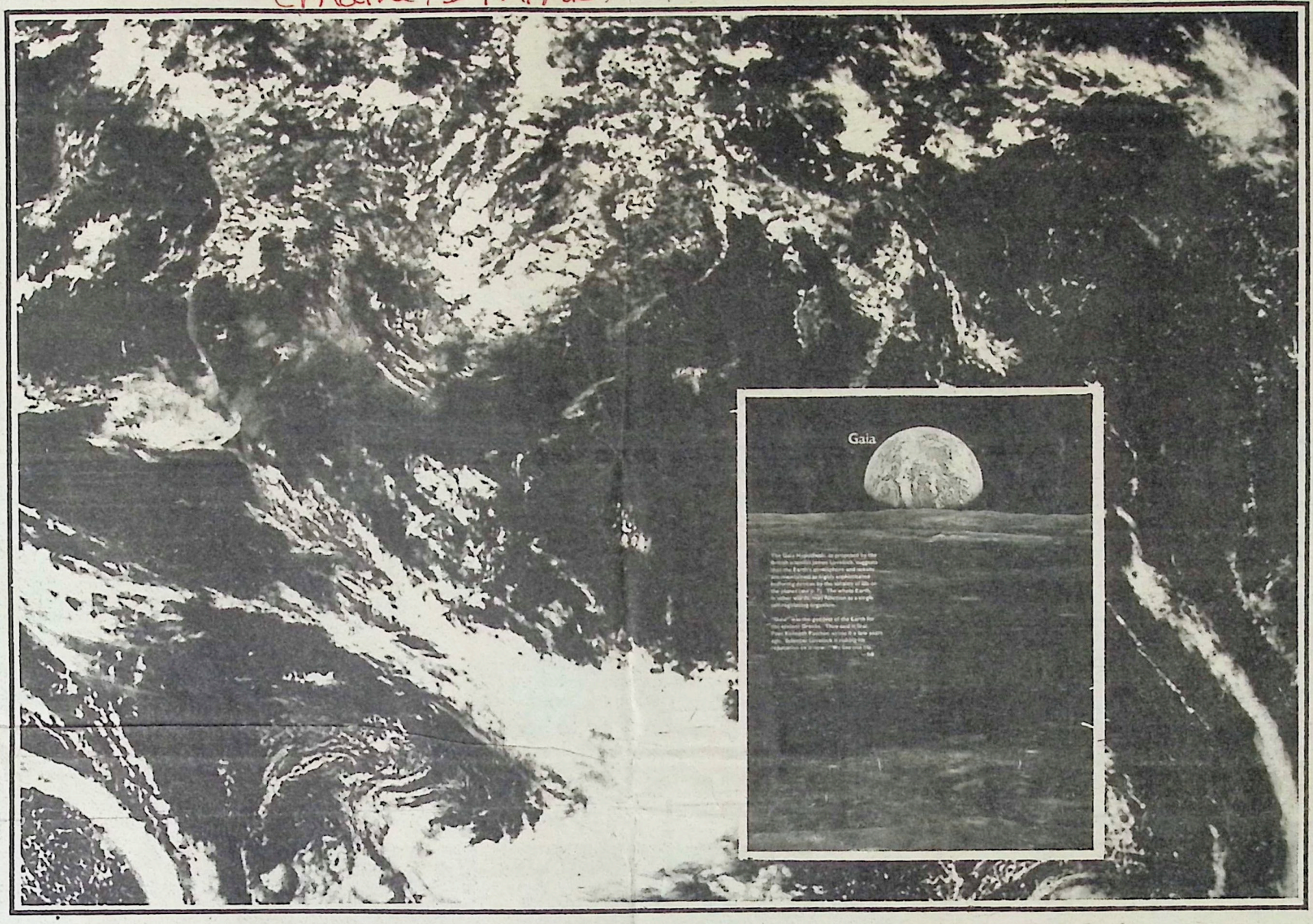




Stanford Daily Feb 27, '81

THE NEXT Whole Earth Catalog

The Sweet Potatoe Ma. 3 '81
(maine, I think)



archive

AFTER THE LAST, COMES THE NEXT

By Eric Furry

The Next Whole Earth Catalog
Stewart Brand, Editor
Point/Random House, $12.50

When I was a young tyke, it was the Montgomery Ward Christmas toy catalog. During the hellacious teen years, when a metal-flake blue '55 Chevy 2-door was my blood brother, it was the J.C. Whitney auto parts catalog. And during the counter-culture era, it was the **Last Whole Earth Catalog**.

I never ordered much from any of these dream books, but it was a real comfort just to know what wonderful stuff was out there at my disposal.

Well, the **Last Whole Earth Catalog** wasn't truly the last. Its genesis, in 1971, was followed by several revisions (for a total printing of 1,600,000 copies), and in 1974 it was supplemented with a host of new material with the appearance of the **Whole Earth Epilog**.

Meanwhile, Stewart Brand, the Merry Prankster who had started all this with a quarterly **Catalog** in 1968 ("...made by three hippies in a garage..."), went full circle and started another quarterly. CoEvolution Quarterly is a periodical that includes the product, book, and idea evaluations of the **Catalogs** within a much broader scope, and it has been the focus of Brand's energies for the past few years.

When the **Last Whole Earth Catalog**, which hadn't been revised since 1975, was scheduled by the publisher to go out of print last year, Brand and his confederates looked it over. It was obvious that another update of the ten year old reference book just wasn't viable. After a lot of hard thought and consultation, the decision was made to put out an all new **Catalog**.

Once again it was Stewart Brand at the helm as editor, coordinating the project and making the determinations of what went in and what didn't. Research Editor Art Kleiner — a fellow who was but a young pup of 17 when the **Last Catalog** came out — managed the flood of material that Brand had to sift through. And an army of contributors and employees provided the substance of that flood and attended to the myriad tasks of production.

It was a sustained effort of five months of 60 and 70 hour work weeks that prompted Brand to write, "Under sufficient duress sufficient talent makes anarchism work just fine." Finally the **Next Whole Earth Catalog** went to press, and its midwives anxiously waited to see if its reception would be adequate to make the project at least break even.

There was no need to worry. The initial printing of 100,000 will have swollen to 400,00 by the time this review is out, and the **Next Catalog** holds a starring position on the **New York Times** trade paperback best seller list.

As with the **Last Catalog**, this monstrous (it measures 11" by 14½" and is nearly 1½" thick) volume is subtitled "Access To Tools." In this context the word "tool" is used in its broadest sense as anything that serves in aiding "...the power of individuals to conduct their own education, find their own inspiration, shape their own environment, and share the adventure with whoever is interested."

But while the **Next Whole Earth Catalog** maintains the spirit and the intent of its predecessors, the eighties are shaping up to be quite different from the seventies. The **Next Catalog** responds to those subtle and not-so-subtle differences that exist between the world it addresses and the one addressed by its forerunner.

The emphasis is on the more practical; to be sure, the tipi makers still have their listing, but extensive covering of solar technology and underground homes has appropriately supplanted the previous books' preoccupation with geodesic domes.

Computers, which Art Kleine points out are "...likely to change our lives more than any technology since the automobile," are given a great deal more attention — 12 pages versus the **Last Catalog**'s two — in part as a response to the incredible explosion that has taken place in that field over the past ten years.

Other subjects given expanded consideration include wood heat (and the fitting employment of trees and their products in general), health and medical

THE NEXT Whole Earth Catalog

matters, aspects of and approaches to life in the city, and plain old fun (where else are you going to find out about a solar-powered propeller beanie for only $13?).

The creators of the **Catalog** have screened thousands upon thousands of items that could fall within the bounds of the "tool" definition. Those that have been adjudged of highest quality, competance, and value are given listings; interestingly, only 11% of the items listed in the **Next Catalog** had listings in the **Last**, and even these carryovers have been completely reevaluated to properly reflect their curent value.

Twelve years of experience have brought a strong measure of refinement to the evaluation process. I spoke with Art Kleiner a few weeks ago and he noted that more than half of the book's entries are now written by true experts in their fields. While the **Catalog** continues to offer what he calls "a catholic orientation toward the creative use of technology," it does so in a more practical and realistic manner. Critics who, with some justification, berated the old **Catalog** for a **Mother Earth** News-ish pie-in-the-sky approach should be more than satisfied with the improvement.

There has been a general improvement in overall design and layout, too. Much of the difference is a result of fine-tuning of tried-and-true methods, as in the system of organization. Listed items are categorized under the liberally interpreted headings of "Whole Systems," "Land Use," "Soft Technology" ("...a tool, or a techology, that doesn't push its user around..."), "Craft," "Community," "Politics," "Nomadics," "Communications," and "Learning."

More radical changes have taken place in the appearance of the material — it's much more readable — and in elements of the book's manufacture — it looks like its physical integrity will stand up much better to the inevitable heavy use to which it will be subjected.

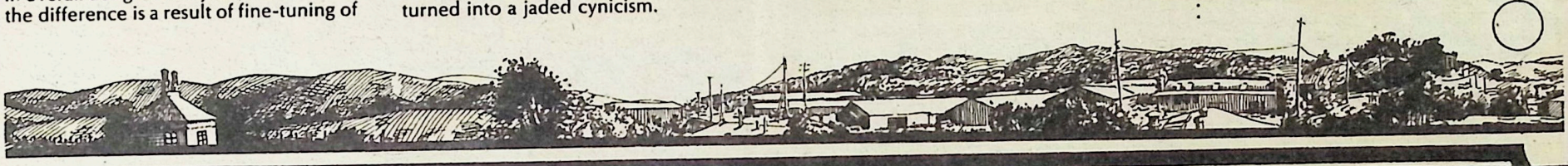
Art Kleiner reports that the staff continues to scrutinize new products and log changes in current information in preparation for a revised edition of the **Next Catalog**, scheduled for release in December. He also notes that the price of the present edition will shortly jump to $14, but at that it's still one of the best bargains around.

Perhaps it is the broader appeal that Stewart Brand had hoped for that accounts for the new **Catalog**'s success. But more importantly, its surprising sales belie the widespread assertion that all the counter culture's practical idealism of 10 or 15 years ago has been co-opted or turned into a jaded cynicism.

Those folks from California have given us more than just a 600 page tool for meeting whatever challenges the 80's may bring. The **Next Whole Earth Catalog** is fun, it's practical, it amazes, it teaches, it delights.

THE RISING SUN
NEIGHBORHOOD NEWSLETTER

"That's the American dream — a covered wagon that will go 95 miles an hour all day long."



THE NEXT Whole Earth Catalog

The phenomenal best-seller and National Book Award-winner of the 1970s (1,600,000 copies sold) is now bigger and better than ever—completely revised, updated and redesigned for the 1980s.

The Next Whole Earth Catalog is *the* comprehensive, how-to-do-it and where-to-get-it reference manual for those who know that *self-reliance* is the key to survival.

It's an absolutely *massive* book. Weighing 5 pounds, 2 ounces, it has 608 pages packed with 2700 listings. It's beautifully designed in a giant 11" by 14½" format, filled with fascinating illustrations on every page.

Two books in one!

The Next Whole Earth Catalog is a remarkable achievement. It is actually *two* useful, practical books in *one* volume:

1. *The Next Whole Earth Catalog* is a book of *ideas, advice* and *information* that can immediately be put into action. You'll discover articles, excerpts, techniques and tips on a host of survival subjects.

2. *The Next Whole Earth Catalog* is a book of *resources:* products, books, magazines, newsletters, organizations. Every listing is illustrated, described and evaluated. ("We only review stuff we think is great," say the editors.) Everything can be ordered by mail, and complete how-to-order information is supplied, including names, addresses and prices.

If *The Next Whole Earth Catalog* performed only *one* of these two functions, it would be an extraordinary accomplishment and an amazing bargain. But it does *both*—making it an absolute "must" reference for anyone who plans to survive and flourish during the coming troubled times.

A small sampling of the contents.

There's *so* much valuable material packed into *The Next Whole Earth Catalog,* covering such a wide range of topics, that it's literally impossible for us to describe it all here. What follows is just a fraction of what you'll find in its pages:

Land use. Soil. Farming. Trees. Permaculture. Chainsaws. Country land. Gardening. Seeds. Hydroponics. Pest control. Bees. Livestock. Horses. Farm and garden equipment. *More.*

Building. Tools. Home repair. Engineering. Architecture. Design. Log cabins. Tents. Barns. Underground houses. Houseboats. Building your own home. Carpentry. Stone masonry. Roofing. Remodeling old houses. Water supply. *More.*

Energy. Solar homes and greenhouses. Wind power. Water power. Battery power. Steam power. Wood heat, woodstoves, fireplaces, firewood. Energy conservation. Recycling. *More.*

Outdoor survival. Camping. Backpacking. Winter survival. Mountain survival. Ocean survival. Clothing and equipment. Nutrition. Food preservation. Foraging. Hunting. Fishing. Guns. Knives. Archery. Swimming. Cars and car repair. Bicycles. Boats. *More.*

Plus: Crafts of all kinds. Small business. Exercise and physical fitness. Medical self-care. Emergencies and first aid. Home teaching. *And much, much more!*

Headed for the best-seller lists!

If the past is any guide, *The Next Whole Earth Catalog,* like its earlier editions, is headed straight for the best-seller lists.

This new edition, just published, updates and replaces all previous editions. You'll want to read it from cover to cover—then you'll find yourself referring to it again and again. It will quickly become one of the most valuable books in your survival library, as well as a volume to pick up, browse through and enjoy.

The perfect companion to your *Survival Tomorrow* subscription, *The Next Whole Earth Catalog* has a retail price of $12.50. But you can get your copy *free* with your subscription to *Survival Tomorrow.* See the back cover of this flyer for details.

Get this huge, information-packed book

FREE.

Retail price: $12.50

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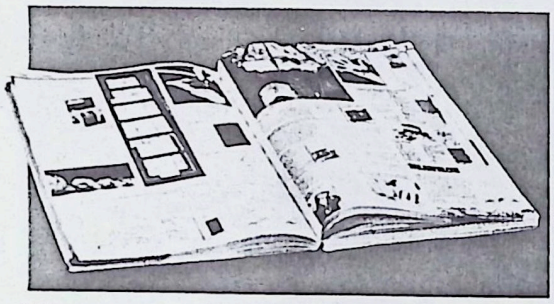

How to get this huge, information-packed book

FREE.

Retail price: $12.50

The Next Whole Earth Catalog retails for $12.50. But you'll receive a copy FREE with your no-risk Charter Subscription to *Survival Tomorrow.*

Just send $30 for a one-year Charter Subscription (a savings of 50% over what we'll charge later subscribers) and the book is yours as our gift.

You're protected by our absolute guarantee. Read three issues. If you're not convinced that *Survival Tomorrow* is indispensable to you, we'll send you a full refund for the balance of your subscription upon request. And the book is yours to keep—as a token of our thanks for giving *Survival Tomorrow* a try.

RESOURCES FOR TROUBLED TIMES

SURVIVAL TOMORROW

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M735

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RESOURCES FOR TROUBLED TIMES

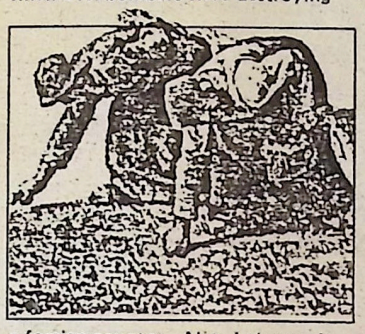
SURVIVAL TOMORROW

THE NEXT WHOLE EARTH CATALOG

by Stewart Brand, Point/Random House, 1980, 608 pps., $12.50.

As with the earlier catalogs (*Whole Earth Catalog,* 1969, *The Last Whole Earth Catalog,* 1971, and *The Whoie Earth Epilog,* 1974) *The Next* is awesome, both in its very size (18X12 inches and weighing a hefty six pounds) and certainly in its undertaking—where to find information on how to do almost everything.

I was always a closet *Catalog* reader—fascinated by their contents, but always a little put off by their implicit (or sometimes very explicit) New Age consumerism and good vibes bullshit. When they first appeared in the midst of the Nixon/Vietnam era, it always struck me as a bit self-indulgent to be reading about constructing yurts or learning to navigate by the stars when U.S. bombers were destroying



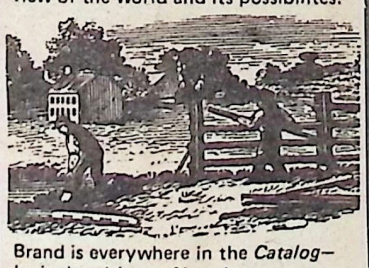
a foreign country. Also, I always detected a note of passivity and acceptance in a period which called for confrontation and stridency.

When this tome arrived, although it certainly is a different era, those same feelings persisted in me—almost like I was taking home a *Penthouse* magazine on the sly. It seemed like material outside our political values; however once into the compendium of catalogs and books, I was soon lost in the Whole Earth world.

Ever want to know how to coppice? or plan space colonies? (me neither) or build, well, almost anything for house or farm? want to know about chainsaws, biogas, eating road kills, bees, caves, boats, tools for every purpose, hot tubs, dying, roofing, horses, cannabis, yoga, eco-ethics, grinders & juicers, restoring homes, building with adobe, logs, brick, stone, junk, water use, every solar and water system available, etc., etc., etc., etc. And I mean, etc., etc., etc., etc. for the list of topics is endless and almost exhausting to read when you start trying to sort out in your mind which of the possibilities could actually be transformed from book to reality.

Also, the range of human knowledge is almost staggering when presented all together and almost all of it small scale. Large scale technologies begin to diminish in importance when you realize what can be constructed on a small scale using available skills and resources.

Going back, however, to my initial feelings about all of the *Catalogs:* The book presents itself as an objective encyclopedia of technique, but superimposed on it all is Whole Earth editor Stewart Brand's very specific view of the world and its possibilites.



Brand is everywhere in the *Catalog*—he is the ultimate New Age consumer, having seemingly tried almost everything once, from the tools to therapies to hang gliding to hot tubs. And it is Brand who supplies the politicalization of scattered information and transforms it into an ideology. It is a single clear message: great change is possible within our daily lives without a fundamental alteration of capitalism, or, as I'm sure he would insist, the small is beautiful project can fundamentally alter capitalism.

To that end, Brand exhibits capitalist society's mania to systematize everything and declares that a multitude of individual and independent activity is, in fact, part of a movement or trend that he has adduced. This is the role of the politician and not an enviable one in my view.

Much in keeping with the small entrepreneurial outlook implicit throughout, Brand, in one of his ubiquitous comments, lauds the reactionary economist Milton Friedman, referring to him as an "astute analyst" who has "good ideas." It is apparently lost on Brand that Friedman and his "Chicago Boys" were the architects of the economy of General Pinochet's Chile (which didn't work) as well as being a favorite of Reagan.

Brand addresses the book, in part, to "Our contemporaries, who have aged into positions of responsibility (one of us governs California. . ." This is really sick! All of the *Catalog's* wealth of information on how people can make do for themselves is seen by Brand, apparently, as a manner of survival until the leap to being a politician is made.

I could rant on about Brand and New Ageism almost endlessly, but would instead recommend the *Catalog* with a weary eye peeled for the Brandism that imposes itself everywhere. But even Brand cannot take away from the value of what he and his cohorts have assembled.

–Coquilles St. Jacques

Postscript: An unfortunate note: Between the Nov. 1980 edition I received as a review copy and a Dec. 1980 copy I purchased as a gift, the cover price had been raised $1.50. I hear ya!

The Fifth Estate (Detroit paper)

Fifth estate

4403 Second Avenue, Detroit, Michigan 48201 (313) 831-6800

020 April 1981

Dear Art Kleiner:

Thanks for your kind mention of our paper in TNWEC, although our treatment of your book in the enclosed review wasn't quite as nice. The only change in the listing should be that our subscription rates will be $5 for six issues as of our next edition. We have received several inquiries already from your listing and we will continue to honor subscriptions at the old rate.

By the way, if Stewart or anyone else from your staff wishes to reply to the negative parts of the review, we would invite you to do so. Our deadline for the coming issue is May 4. Also, would you want to exchange subscriptions between Co-E and the FE?

Best Wishes,

Ed

E.B. Maple

Please send a copy of the following publication.

Thank You.

★5526★
NEXT WHOLE EARTH CATALOG
Point
27 Gate 5 Road
Sausalito, CA 94966

Background: The original "Whole Earth Catalog" (1969) was the forerunner of a new type of publication, generally known as the "access catalog." It was a blend of directory, bibliography, and topical survey, all focused on a specific subject - on ecology, conservation, and similar subjects in the case of the "Catalog." It was followed by "The Last Whole Earth Catalog" in 1971 and "Whole Earth Epilog" (1974), and later by a periodical which contained the same type of material and is called "CoEvolution Quarterly."In October, 1980, an addition to the series of catalogs was published, "The Next Whole Earth Catalog," described in this entry. **Description:** The new catalog has nine major sections - Understanding Whole Systems, Land Use, Soft Technology (hand tools, alternative power sources, adobe, etc.), Craft, Community (various forms of self-care, historic preservation, communes, recycling, etc.), Politics, Nomadics (bicycling, various locations, camp skills, hunting and fishing), Communications (video, drawing, theater, writing and publishing, home computers), and Learning (schools, kid magazines, hobbies, etc.). Within this format are discussed perhaps 2,500 books, organizations, manufacturers, etc., pertinent to the concerns of the catalog, with addresses, prices, and other details. **Indexes:** Title/subject. **Pages (approx.):** 600 (11 x 14). **Editors:** Stewart Brand, editor; Art Kleiner, research editor. **Price:** $12.50. **Send orders to:** Random House, Inc., Westminster Distribution Center, 400 Hahn Road, Westminster, MD 21157. **Other information:** Supersedes information note, "Whole Earth Catalog," in "The Directory of Directories," entry 4123.

xerox of order for nWEC. source & date unknown

Check enclosed for $12.50.

The Armchair Shopper's Goldmine News Ap '81

Books

We want to take this opportunity to introduce to you the greatest, most thorough, most comprehensive, most delightful (in our opinion, of course) source book for just about anyone who wants to do anything—"The Next Whole Earth Catalog." We have been given permission to reprint anything we want as long as we give proper recognition. Stuart Brant, the editor and founder, has been on national television recently promoting his latest edition. Maybe some of you saw him.

Books--

(Continued from front page)

They are a non-profit organization and the companies written about do not pay for advertising, which gives Stuart and his staff complete freedom to express their own opinions and give their own ratings on products they write about. The catalog is primarily an attempt to acquaint readers with books and supply sources available on most subjects pertaining to publishing, tool distribution, farming and neighborhood preservation. The outlook is positive, progressive and intelligent with a look toward a bright future we can all help to bring about. This may be why they have been successful when many companies that started on a shoestring in the late sixties have fallen by the wayside. This book is fun reading.

We will acquaint you mainly with their mail order sources and let you know of books they review that would be pertinent to mail order or saving you money in some way. Any book they list you may order from:

The Whole Earth Household Store
Fort Mason Center, Bldg. D
San Francisco, CA 94123

We heartily recommend that you buy "The Next Whole Earth Catalog" at your nearest bookstore or write for information to:

Co Evolution Quarterly
Box 428
Sausalito, CA 94966

The cost is $12.50 and its 600 large atlas size pages are the WORLD'S BEST BUY.

If you like what you see in "The Next Whole Earth Catalog" you can continue receiving similar material on a quarterly basis by ordering the "Co Evolution Quarterly" for $14.00 annually.

For the budding author they pay $15 for anything they print — reviews, recommendations, letters, suggestions — so get your pens moving. For cartoons and photographs they pay $25 on up. Complete articles are more.

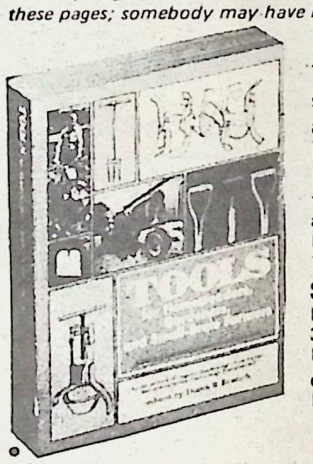
The following is reprinted with permission from "The Next Whole Earth Catalog".

Tools for Homesteaders, Gardeners, and Small-Scale Farmers

If you live in the country and raise food, get your hands on this catalog. No rural town or county library should be without it. Rodale has taken John Boyd's work for Intermediate Technology Publications on appropriate agricultural tools for the third world, and added a very comprehensive listing for American-made tools, old and new. Access to dealers, foreign and domestic, is included. Chapters on hand tools, tractors, tillers, cultivating implements, planting and harvesting equipment, threshers, and more, all illustrated. A healthy respect for the farmer as tinkerer and recycler of old machinery is shown throughout.

Before you go out and reinvent the wheel, flip through these pages; somebody may have beat you to it.

—Richard Nilsen



Tools for Homesteaders, Gardeners, and Small-Scale Farmers
(A Catalog of Hard-to-Find Implements and Equipment)
Diana S. Branch, Editor
1978; 528 pp.
$12.95 postpaid from
Rodale Books
33 East Minor
Emmaus, PA 18049
or Whole Earth Household Store

Throughout the compilation of this book, we have selected the tool over the machine . . . Tools humanize; machines dehumanize. Tools make unique products — each a little different from the other, each speaking eloquently of the tool's user. A machine deals in multiplied sameness no matter who or what operates it. The best machine operators are other machines . . .

A large percentage of our inventors came from rural communities, and virtually all of the industries which grew up in the United States in the 1800s started on a very small scale, often as one-man operations. Cyrus McCormick, Oliver Evans, Eli Whitney, even Henry Ford — each grew up on a farm. The inventors of tools we still need will most likely come from the ranks of today's small farmers — and their children.

The following is reprinted with permission from "The Next Whole Earth Catalog".

Chilton's Hardware Age Buyer's Guide

Though you can't order direct from here (it's intended for "the trade") you can get a good idea of who makes what, and more importantly IF something is made. Catalogs such as this can save you a lot of trouble making something that can actually be better bought — sort of a Poor Man's Thomas Register. You can get addresses here.

—J. Baldwin

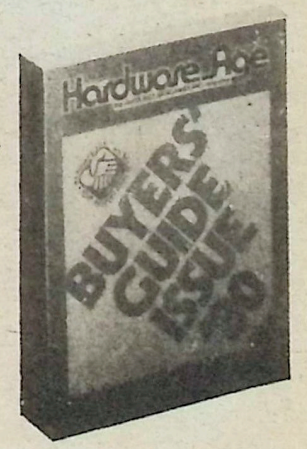
[Suggested by Roger Knights]

FIREPLACE BELLOWS
Building Products Mfg. Co.
Christen Inc.
Hart Fireplace Furnishings
Marian Hearthside Products
Ongard — See Vogelzang Brothers Inc.
Portland Willamette Co.
Seymour Mfg. Co.
Vogelzang Brothers Inc

TRACTOR TIRE PUMPS
Deming Div. Crane Co.
Flexroller — See Hypro
Flexrotor — See Hypro

TREE WOUND SEALERS
Seymour Smith & Son Inc.
& Son Inc.
J & L Adikes Inc.
Dynatron/Bondo Corp (Spray)
John H. Graham Co. Inc.
Gro-Well — See J & L Adikes Inc.
Heal-Rite — See Nott Mfg. Co. Inc.
Snap-Cut — See Seymour Smith & Son Inc.
The Tanglefoot Co.

Hardware Age Buyer's Guide
(The "Who Makes It" Buyer's Guide issue of Hardware Age Magazine)
Published every December
$10 postpaid from:
Hardware Age
Chilton Company
Chilton Way
Radnor, PA 19087



San Jose, CA
(Santa Clara Co.)
Mercury-News
(Cir. Sat. & Sun. 258,937)

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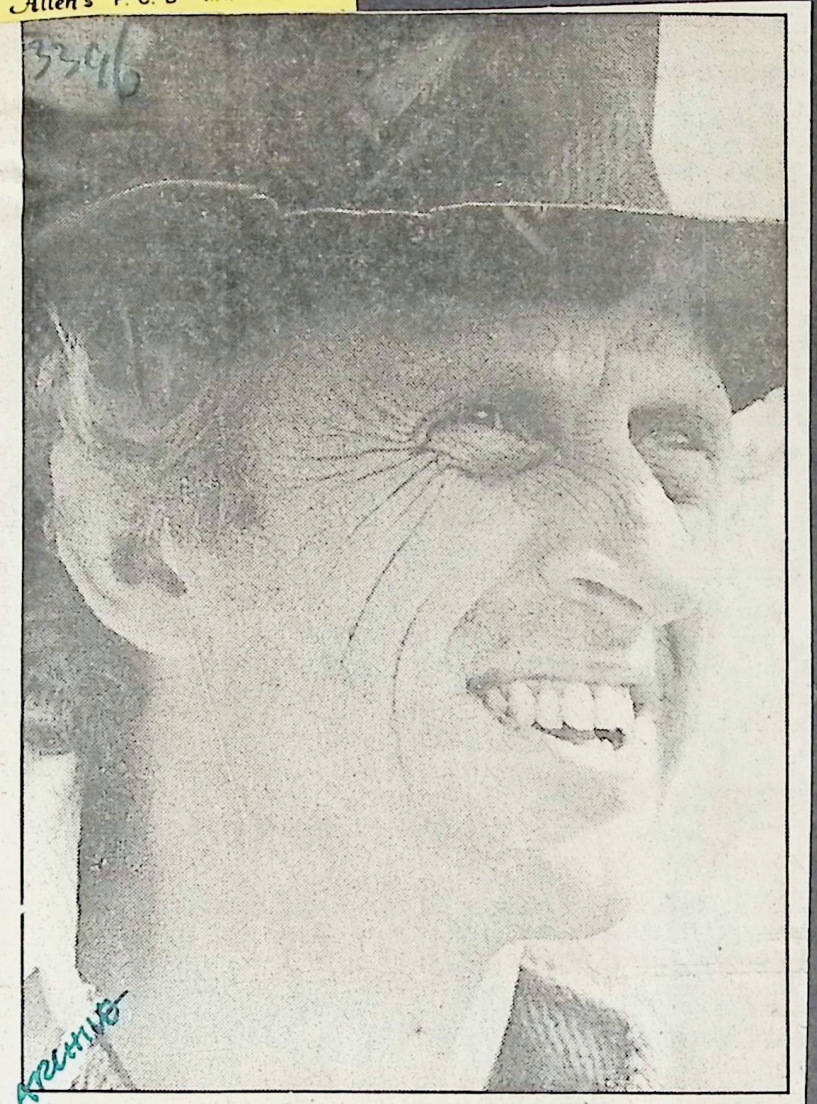
Allen's P. C. B Est. 1888



Stewart Brand is back putting things together

Archive

Much like the man himself, the catalog is down to earth

By Richard Phillips
Chicago Tribune

IT sounds like an almanac, handles like a road atlas, looks like a library, and reads like a diary.

It's "The Whole Earth Catalog" — correct that: "The Next Whole Earth Catalog." And if it has the odor of counter-culture, that's OK. Because it is.

From hunting innocent trilobites to tips on artificial insemination for lesbians, the new "Whole Earth Catalog" has it all. If you want to know about Hoedads or Blue Grass claw hammers or 2,700 other things, check it out.

The man behind all this, Stewart Brand, has been dancing in and out of the public eye since the early '60s, when he rocked as a Merry Prankster, an original member of Ken Kesey's notoriously psychedelic busload of reckless minds and crazy necklaces — all mythologized in literature and accused even today of undermining an entire decade.

Brand still is blond, skinny and whimsical. But at 42, this softspoken former no-account (his description) has pretty much dispensed with drugs and liberals — so he says. He also has learned how to be a shade untrustworthy, so he says, while continuing the quest for a "post-greed world" whose inhabitants can learn to select optimum over maximum.

Ten years ago, Brand was an exhausted and confused editor and head honcho of an amazingly successful catalog of "back-to-basics" tools and knowledge. "I had never been overworked before, so I didn't know what it was, he says.

By then the original "Whole Earth Catalog" of 1968 had grown from a 68-page tabloid and a press run of 1,000 into a literary leviathan. Bigger press runs and tedious updating got gruesomely routine. Deadlines, those killers of so many writers and editors, took on macabre importance.

Brand figured the only way out was to kill his creation. The 448-page version published in 1971 thus was titled "The Last Whole Earth Catalog."

"I'm going back to the tree," he announced. And he did. More than 1.6 million copies were sold. "Last" won the National Book Award for Contemporary Affairs. But Brand already had quit.

During the ensuing two-year upheaval — he calls it an "extended vacation" — he got "unmarried" and trucked eastward with a 22-foot Airstream, "looking for a New England antidote to California."

It was disappointing. Even Maine was too far gone. The search continued into Canada, ending finally on a remote 55 acres overlooking the Northumberland Strait of Nova Scotia.

"I built a little plywood shack there. Built it in 10 days," he says with a slight chuckle. The plans came from a Canadian publication never listed in "Whole Earth Catalog." What Brand erected probably wouldn't impress the summer cottagers on Cape Cod, but it was sufficient for an urban forager accustomed to a $22-a-month apartment in San Francisco's North Beach: It even had running water ("I ran out to the spring box, got the water, and ran back") and a privy (a box over a hole, "an extremely out house."

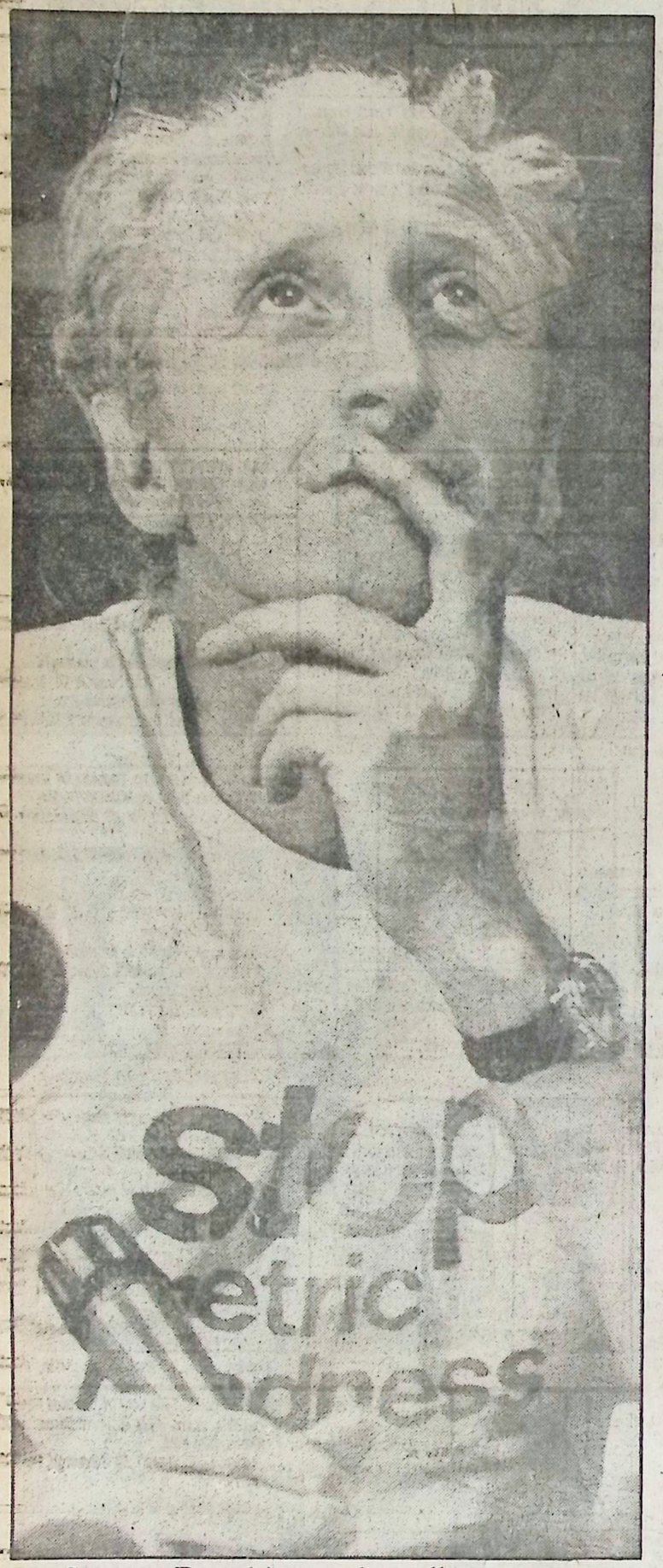
Following the two-year hiatus, Brand "checked out three shrinks. But mostly I felt sorrier for them than for me." By 1973 he figured the worst was behind him. "I had gone from being quite miserable to being only medium miserable."

Brand drifted back to his old occupation. "I couldn't think of anything better to do. God knows, I tried. Nobody offered me work and I didn't know how to ask.

"So I asked myself for a job and got rehired."

Flippant responses and whimsy are peeks at the boy inside Stewart Brand. Even before fleeing San Francisco for New Englandish introspection he called a "demise party" and dressed in monk's robes for 1,500 guests.

Continued on Page 9C



Stewart Brand is mostly mellower now

He's recataloged his priorities a bit

Continued from Page 1C

Later he set up a foundation to give away Whole Earth's $1.5 million in profits for such things as a study of "environmental humor" and a prostitutes' collective.

Humor, then, was a tool, much like the spades and solar pumps illustrated in Whole Earth. It is a considered tool, as usable for the boyish editor as it is for William F. Buckley, the mischievous advocate of conservativism for whom Brand professes great admiration. "Three of the most endearing people I can hope to have dinner with are Buckley, Milton Friedman and Ronald Reagan," he contends. (Should one, however, believe such an utterance from an ex-hippie and Merry Prankster whose closest friends include California Gov. Jerry Brown, a liberal Democrat, and Ken Kesey, creator of fog machines and "One Flew Over the Cuckoo's Nest"?)

Like Reagan, Stewart Burrows Brand is a child of Illinois. He grew up in Rockford, fourth and last in a line of siblings now long gone from the homestead. They lived on Harlem Boulevard, "not the nicest street in Rockford, but the next-to-nicest." Dad was an adman with an engineering background and a penchant for ham radio. He shopped exclusively from catalogs and filled the basement with tools and radio gear. He also is remembered for tiresome lectures to a bored son. Mother was resourceful and bright. But a maternal grandfather was the bankroll. He got rich in the wholesale hardware business, bequeathing enough to finance matriculation at a fancy private day school, and later Exeter prep school, for young Stewart.

"I'm just your standard Midwest puritan," he deadpans. "Only it's taken 24 years in California to leech a little bit of that poison out. Part of growing up in Illinois for us was that as soon as we grew up we drove to the West Coast."

Parking at Stanford University, the skinny 6-footer mixed with a decidedly different crowd. He met Aldous Huxley, who persuaded him to major in biology. He also was introduced to San Francisco's infamous social iconoclasts of the late '50s, the beatniks, in the city's North Beach district. For an 18-year-old jaded puritan, it became home.

Stewart Brand says he has learned to 'compromise my principles'

A few years later, amid experiments with such hallucinogenics as LSD, peyote and nitrous oxide, the inquisitive Brand acquired friendships with Kesey and his band of Merry Pranksters, so dubbed by Tom Wolfe in "The Electric Kool-Aid Acid Test." Inside though, he remained a loner, an introvert. Still on the fringe.

"Compared to them, I was modest, unassuming, even timid," Brand says. The laughing gas and LSD continued for a while, but only for a while. In 1969, shortly after publication of Brand's first "Whole Earth Catalog," he quit serious drugs:

"I ran out of insights, I guess. I wasn't doing drugs every day, anyhow, and I haven't had much of anything since 1969." A joint still occasionally passes near his lips, he admits, but the highs now are mostly "contact highs" — an exhilaration from being in the company of others who smoke while he does not. Brand abstains from alcohol, believing it a far more hazardous substance.

His opinions of what is important in life have changed in other ways since the grand-scale resignation 10 years ago.

It is apparent on page 1 of the recently published "Next" catalog (Random House, $12.50). On that page, Brand dedicates the catalog to the late anthropologist and cyberneticist Gregory Bateson. "I read Bateson's book 'Steps to an Ecology of Mind' during the two years I was gone," he observes. "It twisted my thinking about 90 degrees." An examination of Bateson's ideas is among some 1,600 book reviews and 1,100 practical tips on self-sufficient living packed into the new catalog; only 11 percent of it was picked up from previous editions.

The original "Whole Earth" catalog was conceived in 1968. Brand was flying back to California from his father's funeral in Rockford; somewhere over Nebraska, in a reverie over big pictures in life, Brand pondered his own contributions to humanity. Today he advocates "doing particulars" instead of fretting about grand designs. But making a big bang was pretty important then. "So many of the problems I could identify came down to a matter of access," he related. "Where to buy a windmill, where to get good information on beekeeping, where to lay hands on a computer without forfeiting freedom."

The catalog finally came out the same year. It's credo — "We are as gods, and might as well get good at it" — persisted through each successive generation of "Whole Earth" that followed.

The catalog is produced in a one-story hut of weathered redwood in Sausalito, across the bay from San Francisco. Everyone inside earns exactly the same wages ($9.25 an hour) regardless of job assignment, from printer to production editor — except for the workaholic senior editor, Brand, whose salary recently was raised to $22,500. All profits go to a nonprofit foundation.

The unpretentious building on Gate 5 Road that houses "Whole Earth" also is along the entranceway to a Sausalito artist's community — not the artsy-craftsy type, but the real thing — an unfashionable squatters' row.

The community includes some pretty ramshackle buildings and an assortment of houseboats moored nearby. Developers want to tear it down. Brand is outraged. "If you want artists, you've got to preserve the funky, creative, low-cost communities."

The battle over squatters' row is an example of where Brand has gone in 20 years: "In the '60s we would have called these people (developers) scum-sucking pigs and fascists. "But I've learned to compromise on principles."

A few years ago, Brand would have tackled the White House; now it's just Sausalito City Hall. It is "doing particulars" — Brand's over-30 attitude of change-by-ripples. He credits 19th century poet William Blake for saying it best: "We only do good in minute particulars. The general good is the plea of the flatterer and philanderer."

And is "The Next Whole Earth Catalog," now in its fourth printing, a detail worth attending to? Will it continue?

"Oh, probably," is his answer.

What's inside the 'Next' catalog

United Press International

THE Last Whole Earth Catalog" sold nearly 2 million copies after its publication in 1971.

A decade later, Stewart Brand and his colleagues have produced "The Next Whole Earth Catalog" (Random House, $12.50), an updating of their popular guide to the tools of self-sufficiency.

The purpose is still straight out of the 1960s — a guide to help people educate themselves, shape their environment and share their activities. The large-format paperback includes 2,700 items, only 11 percent repeated from the past catalog.

Brand notes there are 63 new items, for example, on solar energy — which rated only two mentions 10 years ago. Other topics with a new emphasis include computers, video, space colonies, wood stoves, old-building preservation, fitness, care of the dying and trees as the solution for everything.

In most cases, the catalog refers its readers to other books and sources of information. But it also includes essays and comments on an incredible variety of topics.

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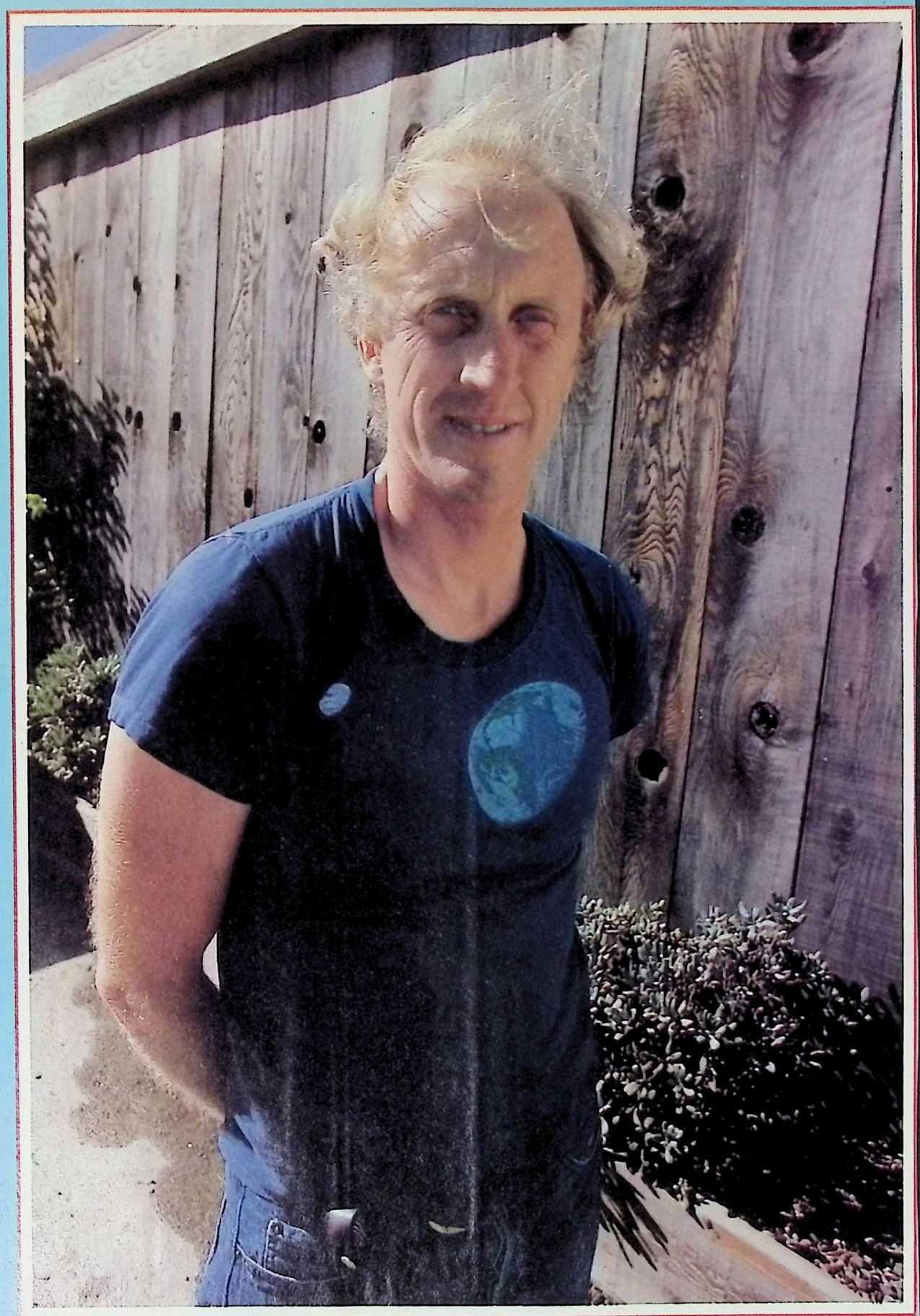


Photo: Rick Grosse

Brand New

Counterculture hero Stewart Brand, creator of The Whole Earth *catalogs, is braving a new world of neoconservatism and small technology.*

by Stephen Shanesy

"Oh, the times, they are a-changin'."
—Bob Dylan

Back in the Fabulous Sixties, when troubadour Bob was wailing about a new age a-dawning, no one could have foreseen the changes in store for the nation, from civil rights to women's rights, from Vietnam to Watergate.

Today, a generation and scores of double digits later, the times are once again a-changin', only now the nation is riding the crest of a conservative wave, a force that, to varying degrees, is even sweeping along stars of the sixties counterculture. Jerry Rubin is now working on Wall Street as a venture capitalist. Yippie Abbie Hoffman, the weary fugitive, is aboveground making peace with the judicial system while promoting environmental causes in the hinterland of upstate New York. Activist Tom Hayden has made himself an integral part of the California political system. And last but not least, Stewart Brand, the theoretical hipster (Be-Ins, light shows) whose *Whole Earth* catalogs provisioned utopian communes for the impending apocalypse, is back with a brand-new catalog, a retrofitted philosophy and a pocketful of optimism.

"We were the 'Now Generation' because we figured that there would be no then," muses Brand, a lanky forty-two-year-old who still prefers California casual—blue jeans, T-shirts and contemporary-accented caps. "We were completely apocalyptic. The sky was falling, the population exploding, people starving, yet we went on. When the energy crisis finally happened in '73, we said, 'Aha, it's here, the end of the world.' It turned out we were wrong again."

The best-selling new edition of the *Whole Earth Catalog*, the first in ten years, trumpets an "onward and upward in all directions" philosophy. Simply called *The Next Whole Earth Catalog*, it enthusiastically confronts the challenges of the eighties, while expanding its appeal to all citizens wracked by inflation and desperate for tax-free or do-it-yourself alternatives. "Today's 'Whole Earth' people are less concerned about countering culture than surviving," says Brand.

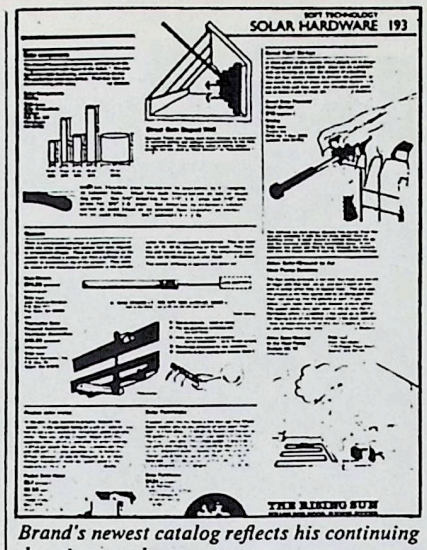
Like its forerunner, the latest tome (five pounds, two ounces), offers a mind-boggling array of items such as books, tools and a sprinkling of essays

sandwiched between covers that dwarf a Sears catalog. Topics and tools of interest to Brand and his team of editors—they work out of a converted luncheonette in the artists' colony of Sausalito, California—range from craft, home repair, farming, nomadic travel, watersheds and personal health to more than a hundred wide-ranging subjects like philosophy, nature, eco-ethics, cybernetics, sex and civilization.

For those homesteaders still at work on the simple life, the *Next Catalog* continues to offer reviews and criticism of tools for their daily karmic labors and the "how to" books on everything from goat husbandry to *Stalking the Wild Asparagus*. But *The Next Whole Earth Catalog* also updates its editor's thinking and interests, which now include space colonies, miniature computers, underground architecture, solar technology and conservative economics.

During the ten-year period when the *Whole Earth Catalog* essentially lay fallow, editor Brand was out of the national limelight but in the forefront of the evolving "soft" or "appropriate" technology movement, a response to the energy crisis and concern about environmental pollution. Soft tech seeks energy solutions on a human scale, such as windmills supplying personal electric needs rather than a nuclear power plant, or solar heating instead of oil-fired furnaces, or underground architecture which requires less energy to heat or cool and less material to construct. Between catalog editions, Brand launched a new magazine, *CoEvolution Quarterly*, edited in a waterfront office in Sausalito, which provides a forum for soft-tech types and their ideas. He was also an adviser to California Governor Jerry Brown, taking a long break from his very successful catalog publishing and mail-order business.

And what a way to take a break. It started in 1971 when he organized a "Demise Party" to celebrate the publication of what was, by his own declaration, *The Last Whole Earth Catalog*. Much to the delight of those in attendance, the publishing entrepreneur literally threw away $20,000 in small bills to the celebrants. "I was exhausted, and the only way I or most of us knew to take a vacation was to quit forever," Brand says. He also hoped that after establishing a well-defined market for a book like *Whole Earth*, someone would come in and do it better. "To our surprise, no one did."



Brand's newest catalog reflects his continuing devotion to solar energy.

In many respects, it is not surprising. Few people combine the multitude of talents that make up Stewart Brand. He's an entrepreneur, organizer, dreamer, teacher, thinker, doer, photographer, professional-class writer and something of a gadfly.

Whole Earth began in March of 1968 when Brand was on a return flight to his San Francisco Bay Area home from his father's funeral in Illinois. "My father was a mail-order maniac," Brand recently told the *Christian Science Monitor*. "We had hundreds of catalogs coming to the house. Norm Thompson, L.L. Bean. He was always searching for better quality and prices, and instead of slogging it out on the street, he shopped with his feet up."

Originally not a catalog at all, *Whole Earth* had its beginnings in what Brand called the Rolling Truck Store. Within three months of conceiving the idea, he stocked an old Dodge pickup camper with books and tools he thought would be of use to some of the more well-established hippie communes in New Mexico. "I wanted to be of use to that population and went straight at trying to provide a service to them in a commercial, though nonprofit, sort of way." But the traveling medicine show, if you will, proved to be somewhat less than successful for Brand and his Ottawa Indian wife, Lois, from whom he is now divorced. "I wanted to find out what the kids wanted. They didn't know and didn't have the bread to buy it anyway," he says. It was back to San Francisco and the drawing board.

By November of that year, he converted the idea of the rolling truck store to a mail-order catalog with a fulfillment house and showroom to back it up. A year later, *The Whole Earth Catalog* was selling a brisk 150,000 copies, owing principally to a firestorm of word-of-mouth referrals. Brand had borrowed $10,000 from his family to pay for the printing of the first catalog press run, and by '71, after picking up a coveted National Book Award along the way, he was managing a business grossing $500,000 a year.

It wasn't a hippie love project, as many of his catalog subscribers might have believed: it was a thriving business, for Brand was a sharp businessman and entrepreneur as well as a hippie. His roots are strictly Middle West, upper-middle-class, silent generation; his youth was a mixed bag of both common and unusual experiences. He was born in Rockville, Illinois, in 1938 and spent his childhood there until packing off to one of the most elite Eastern prep schools, Exeter. He later enrolled at Stanford University in California and majored in biology. At Stanford, he was an ROTC candidate and fulfilled his military obligation as an infantry officer following graduation in 1960.

He returned to the Bay Area after a two-year stint in the army and was,

continued on page 70

by his own description, "your standard ne'er-do-well artist, running around the North Beach area of San Francisco and the Sausalito waterfront doing almost nothing." He volunteered as a research subject testing psychedelic drugs such as LSD and met up with what are today considered to be the very first hippies—including novelist Ken Kesey, author of *One Flew Over the Cuckoo's Nest*, and his band of Merry Pranksters.

Among other things, Brand applied his organizational skills to staging now-famous public events, "Be-Ins," in the Bay Area. In 1966, one of the more celebrated gatherings, the Trips Festival, saw Brand and Kesey stage the first psychedelic rock and light show festival, which later became the mainstay of rock emporiums, such as the Fillmore East, from coast to coast.

The success of the first edition didn't change Brand or his method of doing business. As sales revenues poured into the Whole Earth coffers from more than five hundred thousand copies sold in 1969, the publisher/editor lowered the price from three dollars to two. "It was embarrassing," he says. When sales of *The Last Whole Earth Catalog* climbed to 1.6 million copies, Brand funneled $1 million into a nonprofit foundation called Point, which funds various projects in the San Francisco Bay Area. Brand continues to be unexpectedly open about finances of this latest catalog venture. He includes a breakdown of expenses and what's to become of revenues for catalog readers. His income as publisher and editor, including lecture fees, is only $26,000 a year, apparently enough to maintain his cabin in California's Marin County and three small sailboats.

As a substantial mail-order and catalog-publishing house, the operation is not exactly akin to what one might expect to find at a Sears, Montgomery Ward or Spiegel catalog center. And while some thirty-five employees fulfill the same functions as their counterparts at Sears, they accomplish the tasks without the rigid structure or titles associated with more conventionally run businesses. Many of the original catalog team continue to work with Brand—like J.D. Smith, a chief reviewer for *Whole Earth* who has been described as a dropout, cowboy, Latin scholar, filmmaker, steel-mill worker and carpenter.

Of that generation, of which Brand includes himself, he is surprisingly candid and critical. In spite of his original catalog's theme of back-to-basics and self-sufficiency, he now says, "From the present perspective, we were overly self-gratifying, impatient and irresponsible. A lot of people organized their lives and thinking around self-sufficiency in the early seventies, but I think this is a self-limiting and maybe self-destructive fantasy because it eliminates wholesome dependencies. The image

of me and mah woman and mah kids and mah dog and the chickens and the ducks and the cows and the woods being self-sufficient motivated quite a lot of behavior," Brand told an interviewer for *Psychology Today*. "Dependency is the name of the game if you are talking about life. Self-sufficiency just doesn't exist unless you are a crystal."

Although Brand's early *Whole Earth Catalog* inspired the dream of self-sufficiency for a disaffected generation, and despite the fact that he was involved in the start of some of the New Mexico communes, he himself became disaffected by the notion of the self-sufficient commune. "They were not economically viable; they were parasitic at best. They used a rich guy's money or a foundation's; they were not a whole system."

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Community involvement for Brand is just another form of his fix-it-yourself point of view. He also sees the involvement as an economic necessity. "People find that when you fix or build your own community, house, car, education, body, you deal in uninflated coin—your time—and you don't get taxed in the process. You lose the feeling of helplessness that goes with taking on your own tire repair, a switch from the feeling that there are no honest mechanics left in the world, a helpless place for civilization to be in, to realizing you can be a very good doctor to your body, community, whatever. You get better product for less or no money. That's good business."

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The author is a Los Angeles–based freelance writer.

archive

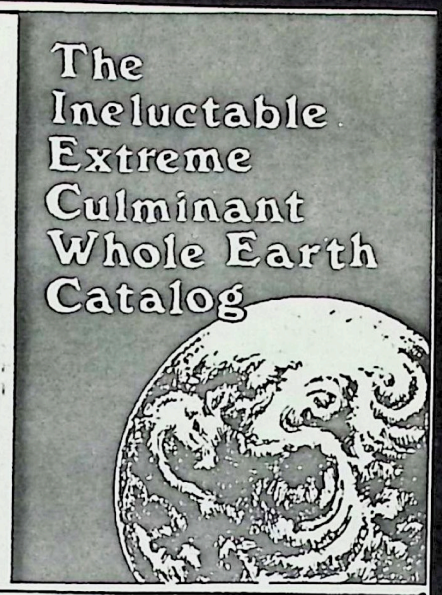
CAtalog

The Next Whole Earth Catalog, Wildwood House 608pp £6.95.

Two and a half kilos of the mixture as before: about a third each repeats from the two previous *Catalogs*, reprints from *CoEvolution Quarterly*, and new material, 2700 items in all. So what's changed? Domes and free schools are out, as is China, which, now that it has inflation, unemployment and terror tombers, is seen to be just another poor third world country. In are computers, lots of them, and coppicing, a practice evidently unknown in America, giving us the smug and doubtless quite wrong feeling that when it comes to constructing a sustainable way of life for the 21st century, they have more to learn from us than we from them.

What it does offer is a world-view from the Pacific Rim, quite different from our insular wingeing, a combination of *Back-to-Basics* and *Onward-and-Upward-and-Outward-In-all-Directions-So-Long-As-It-Doesn't-Hurt-Anybody-Probably;* it says nothing, of course, about nuking Teheran or napalming El Salvador. It'd be nice to see some space in the oh-so-precious *CoEQ* for the victims of American *O-and-O* to tell what it's like to be the toad beneath the American harrow. How about it, Stewart?

Chris Hutton Squire



Undercurrents
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Books

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Whole Earth: In Tune With Modern Times

The Next Whole Earth Catalog. Edited by Stewart Brand. Random House. (Paperback, $12.50).

By VAUGHN STRATFORD
Vacaville Librarian

To me, the "Whole Earth Catalog" brings to mind the late '60s — long hair, bib overalls, swiss army knives and marco-biotic diets. Whole Earth became a generic name for a frame of mind, for a particular historic time.

The first "Whole Earth Catalog" was made by three hippies in a garage, and distributed by a local long-hair book wholesaler. The popularity of the catalogs increased, and the "Last Whole Earth Catalog" published in 1971 sold an outstanding 1,600,000 copies.

So, here we are 10 years later, and we have a new "Whole Earth Catalog" and the question is, "Is the Whole Earth Catalog merely a quaint anachronism?" My answer is a resounding no.

This new catalog, called "The Next Whole Earth Catalog" is a fascinating compendium of information that seems right in tune with the times. This new catalog seems aimed at a wider audience than the early ones, which were only for long hairs, radicals and hippies. Perhaps that's because one of those '60s long-hairs are now in positions of responsibility. It seems to me that his new catalog will appeal to vast numbers of middle-class people who have had it with inflation, and are learning to fix their own cars, do their own plumbing and grow their own food.

The content of this new catalog is really quite different than the earlier ones, as it reflects the growth of new technology in the last 10 years. Where the 1971 catalog had only two pages on computers, the new one has 12. Where the 1971 catalog listed only two solar devices, the new one lists 63.

Obviously some things from earlier catalogs have been left out. The early catalogs had pages and pages on domes,

the new one has virtually nothing. Those who built domes in the '60s and early '70s learned the hard way that domes are not the ultimate shelter — they are difficult to build and notoriously leaky.

Even with all of the changes in the new "Whole Earth Catalog," I don't want you to get the idea that the Whole Earth staff has sold out and become Ronald Reagan Republicans. There are still sections on hot tubs, communes, Buddhism and sex — gay and straight.

Of course, the primary motivating force of the "Whole Earth Catalog" has always been the idea of living lightly on the earth, of respecting and conserving our natural heritage. So in this catalog, you'll find information about compost toilets, gray water systems, organic gardening, pest control without pesticides and wind and solar power.

Times have changed, and a lot of the things we thought were right-on in the '60s now seem a little silly. But it's nice to see that things like the "Whole Earth Catalog" can change with the times, throwing out the dross and keeping the gold. Welcome back, Whole Earth.

3 SCREENS

'Next' Comes After 'Last' for 'Whole Earth' Publisher

By RICHARD PHILLIPS
Chicago Tribune

It sounds like an almanac, handles like a road atlas, looks like a library, and reads like a diary.

It's "The Whole Earth Catalog" — correct that: "The Next Whole Earth Catalog." And if it has the odor of counterculture, that's OK. Because it is.

From hunting innocent trilobites to tips on artificial insemination for lesbians, the new "Whole Earth Catalog" has it all. If you want to know about Hoedads or Blue Grass claw hammers, or harvesting asteroids for steel, or 2,700 other things, check it out. There's even something on building underground houses.

But if you want to know about the quirkish biologist and one-time hippie behind it all, the fellow who believes in wood stoves and space colonies — this delightful compendium of oddities leaves a lot unexplained.

That's because Stewart Brand figures you already know enough about him.

Brand has been dancing in and out of the public eye since the early '60s, when he rocked as a Merry Prankster, an original member of Ken Kesey's notoriously psychedelic busload of reckless minds and crazy necklaces — all mythologized in literature and accused even today of undermining an entire decade.

Brand still is blond, still skinny, and still whimsical. But at 42, this soft-spoken former no-account (his description) has pretty much dispensed with drugs and liberals — so he says. He's also learned how to be a shade untrustworthy, so he says, while continuing the quest for a "post-greed world" whose inhabitants can learn the distinction between maximum and optimum, and will choose the latter.

A lot has happened since those hell-bent '60s.

Ten years ago, Brand was an exhausted and confused fellow.

He was editor and head honcho of an amazingly successful catalog of "back-to-basics" tools and knowledge. But he wasn't ready. Success meant only greater demand, and it caught this discipline of self-sufficiency by surprise. "I had never been overworked before, so I didn't know what it was," he says.

By then the original "Whole Earth Catalog" of 1968 had grown from a 68-page tabloid and a press run of 1,000 into a literary leviathan. Bigger press runs and tedious updating got gruesomely routine. Deadlines, those killers of so many writers and editors, took on macabre importance.

Brand figured the only way out was to kill his creation. The 448-page version published in 1971 thus was titled "The Last Whole Earth Catalog."

"I'm going back to the tree," he announced. And he did. More than 1.6 million copies were sold. "Last" won the National Book Award for Contemporary Affairs. But Brand already had called it quits.

It was a two-year upheaval. He refers to it today as an "extended vacation, " but admits "I left exhausted and confused. About all I remember of it is getting unmarried."

He trucked eastward with a 22-foot Airstream, "looking for a New England antidote to California." It was disappointing. Even Maine was too far gone. The search continued into Canada, ending finally on a remote 55 acres overlooking the Northumberland Strait of Nova Scotia.

"I built a little plywood shack there. Built it in 10 days," he says with a slight chuckle. The plans came from a Canadian publication never listed in "Whole Earth Catalog." What Brand erected probably wouldn't impress the summer cottagers on Green Bay or Cape Cod, but it was more than enough for an urban forager accustomed to a $22-a-month apartment in San Francisco's North Beach: It even had running water and a privy.

Brand remained out of circulation for two years, though he returned for extended visits to the Bay area. "I checked out three shrinks. But mostly I felt sorrier for them than for me." The passage of time, a good book, and an ex-ship's doctor with good advice and a ready ear were more helpful. By 1973 he figured the worst was behind him. "I had gone from being quite miserable to being only medium miserable." Today, he adds thoughtfully, "I am mostly delighted."

The bout with noninvolvement ceased. Armed with a new lease on medium misery, Brand drifted back toward his old occupation. "I couldn't think of anything better to do. God knows, I tried. But nobody was offering me work and I didn't know how to ask.

"So I asked myself for a job and got rehired."

Flippant responses and whimsy are peeks at the boy inside Stewart Brand. Even before fleeing San Francisco for New Englandish introspection he called a "demise party" at which he dressed in monk's robes for 1,500 guests. Later he set up a foundation to give away Whole Earth's $1.5 million in profits for such things as a study of "environmental humor" and a prostitutes' collective.

Humor, then, was a tool, much like the spades and solar pumps illustrated in Whole Earth. It is a considered tool, as usable for the boyish editor as it is for William F. Buckley, the mischievous advocate of conservativism for whom Brand professes great admiration. "Three of the most endearing people I can hope to have dinner with are Buckley, Milton Friedman and Ronald Reagan," he contends.

Like Reagan, Stewart Burrows Brand is a child of Illinois. He just remembers it less favorably.

He grew up in Rockford, fourth and last in a line of siblings now long gone from the homestead. They lived on Harlem Boulevard, "not the nicest street in Rockford, but the next-to-nicest." Dad was an adman with an engineering background and a penchant for ham radio. He shopped exclusively from catalogs and filled the basement with tools and radio gear. He also is remembered for tiresome lectures to a bored son. Mother was resourceful and bright. But a maternal grandfather was the bankroll. He got rich in the wholesale hardware business, bequeathing enough to finance matriculation at a fancy private day school, and later Exeter prep school, for young Stewart.

"I'm just your standard Midwest puritan," he deadpans. "Only it's taken 24 years in California to leech a little bit of that poison out."

At Stanford University, the skinny 6-footer mixed with a decidedly different crowd. He met Aldous Huxley, who persuaded him to major in biology. He also was introduced to San Francisco's infamous social iconoclasts of the late '50s, the beatniks, in the city's North Beach district.

A few years later, amid experiments with such hallucinogenics as LSD, peyote and nitrous oxide, the inquisitive Brand acquired friendships with Kesey and his band of Merry Pranksters, so dubbed by Tom Wolfe in "The Electric Kool-Aid Acid Test." Inside, though, he remained a loner. Still on the fringe.

"Compared to them, I was modest, unassuming, even timid," Brand says. The laughing gas and LSD continued for a while, but only for a while. In 1969, shortly after publication of Brand's first "Whole Earth Catalog," he quit the serious drugs:

"I ran out of insights, I guess," he says. "I wasn't doing drugs every day, anyhow, and I haven't had much of anything since 1969." A joint still occasionally passes near his lips, he admits, but the highs now are mostly "contact highs" — an exhilartion from being in the company of others who smoke while he does not. Brand abstains from alcohol, believing it a far more hazardous substance.

His opinions of what is important in life have changed in other ways since the grand-scale resignation 10 years ago.

It is apparent on page 1 of the recently published "Next" catalog (Random House, $12.50). On that page, Brand dedicates the catalog to the late anthropologist and cyberneticist Gregory Bateson. "I read Bateson's book 'Steps to an Ecology of Mind' during the two years I was gone," he observes. "It twisted my thinking about 90 degrees." An examination of Bateson's ideas is among some 1,600 book reviews and 1,100 practical tips on self-sufficient living packed into the new catalog; only 11 percent of it was picked up from previous editions.

AP

After dropping out of the West Coast counterculture for a few years, Stewart Brand became uncomfortable with his inactivity and noninvolvement. He subsequently returned to the Bay area and his successful publishing business.

THE Daily (UNIVERSITY of WASHINGTON)

Not-so-whole earth catalog

by Clark Humphrey

I'm going to try to keep this story focused on *The Next Whole Earth Catalog*. It's too easy to turn it into an essay about hippies gone bourgeois (there's 13 pages about that very capitalistic sport of sailboating) or about comparisons between today's youth and yesterday's youth.

Of course, it is impossible to write about the sequel without mentioning the original. The 1971 *Last Whole Earth Catalog* invented the trade-paperback industry, spawned countless imitations and parodies, and may have even provided that proverbial "access to tools." Since then, editor Stewart Brand has put out a 1975 *Whole Earth Epilog* and a low-circulation quarterly journal.

The catalog's look was borrowed from the underground press, but its central principles were closer to the *Playboy* Philosophy: neo-progressive ideology based on a lifestyle of conspicuous consumption. Hefner wedded social concern to satin sheets and hi-fi systems, fine food and wine. Brand wedded environmentalism and certain cult philosophies with evaluations of all the products you'll need to live the alternative good life.

You're asking how different the new book is from the old ones. Not that much. You still get good value—600 pages for your $14, with more than 2,700 little items. The yoga and organic gardening is still in there. As you might expect, a lot more about solar energy and home computers this time.

You're probably also asking whether Brand has sold out. Well, he does write glowing recommendations of the Wall Street Journal and *Business Week*, and displays some of the let-'em-eat-cake economics of Milton Friedman in the section on Understanding Whole Systems.

But even in the old days, Brand would tell anyone who would listen, "I'm really a right-winger." Sine he was a visible spokesperson of hippiedom and a former member of Ken Kesey's clique, nobody believed him.

The stated Whole Earth goal is to show the connections between everything, to increase awareness and knowledge. It's too high a goal ever to be realized, but a book with so much about backpacking gear could have had at least something about non-WASP America, besides a short section on native Americans and a touch of Appalachian folklore. The Epilog's Black Interest section wasn't updated here, says Brand in the preface, because "black culture seems to be getting a deserved rest these days." More probably, Brand's generation finds it easier to ignore black voices while it clears the ghettos for condominiums.

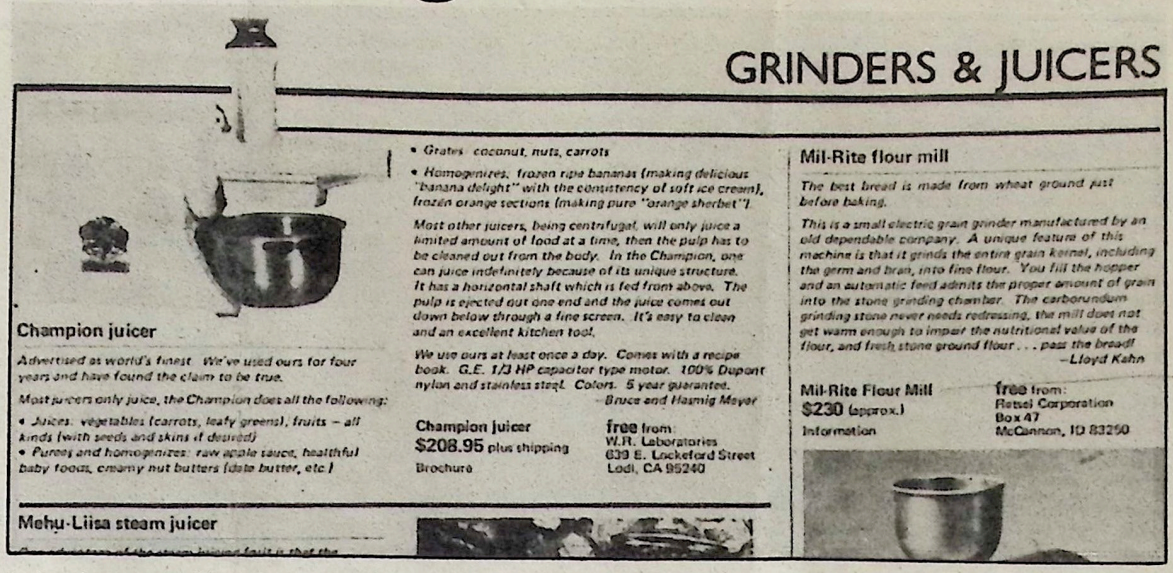
Brand also says he wants to have the Next Catalog appeal to "the new college age population, with its unusual ability and its apparent lack of confidence to entrepreneur its own road." The only recognitions that people under 26 and over 5 exist are two pages on new wave magazines (not the music itself) and one page on Dungeons & Dragons. As for Brand's remark, how many hippie-era bands besides Creedence Clearwater stayed with inependent distribution after they became famous?

Overall, it's a continuation of the same format. It holds up well. The design and structure haven't dated, though the Bay Area nepotism has. A Minnesota Daily review points out that the winter-wear pages are irrelevant to people who live in, instead of just visit, cold climes.

Many passages appear about how cool it is to be a member of the Whole Earth staff—it's a chief theme of Anne Herbert's little thoughts on every other page, replacing the serialized novels of the earlier books. Herbert could become the organic Andy Rooney.

But the *Next Catalog's* scope of material will be more than broad enough for many of you. It has the first extensive guide to self-help books, good introductions to amateur painting and small business. As with any great wish book, you can lose yourself for hours going from discussions of dictionaries and dome buildings to Tolkein and travel.

It doesn't live up to its boasts, but that it makes these boasts is still an achievement. The *Whole Earth Catalog* has survived its time-machine trip to the present. Only another volume a few years from now will determine whether it can adapt to the times.



GRINDERS & JUICERS

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Most other juicers, being centrifugal, will only juice a limited amount of food at a time, then the pulp has to be cleaned out from the body. In the Champion, one can juice indefinitely because of its unique structure. It has a horizontal shaft which is fed from above. The pulp is ejected out one end and the juice comes out down below through a fine screen. It's easy to clean and an excellent kitchen tool.

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–Lloyd Kahn

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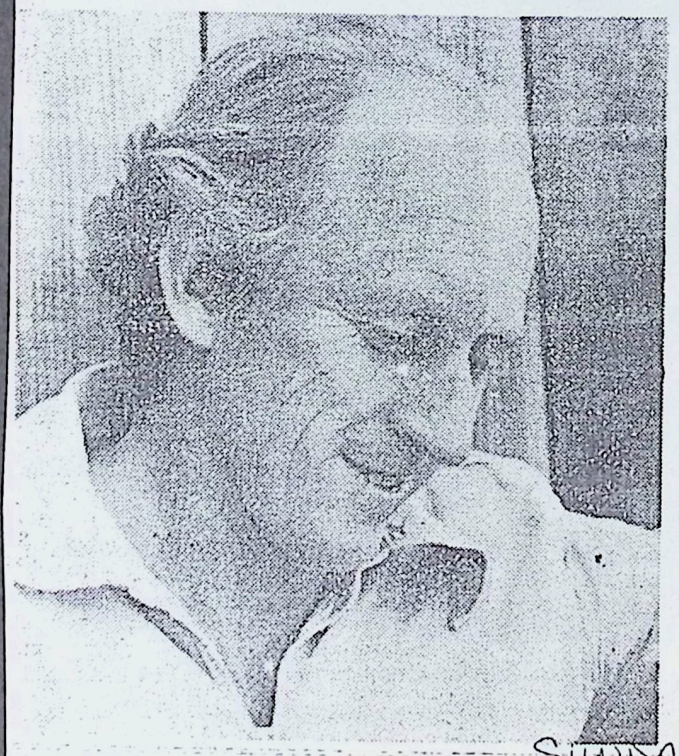
The Whole Earth



STEWART BRAND, the man who brought off "The Whole Earth Catalog" about a decade ago, has now come up (with the help of a large staff) with "The Next Whole Earth Catalog," a volume of 608 pages measuring about 12 by 15, and including illustrations and information on just about everything: calculators, home computers, space colonies, trees-as-a-solution-to-everything, wood heat, urban homesteading, the care of the dying, hang gliding, wind surfing — you name it, you'll find in in "The Next." The book has just been published, at $12.50, by Random House.

How much does the new book repeat from the original? Only 11 per cent, according to Brand. He says the catalog will be useful to three audiences: "Our contemporaries who have aged into positions of responsibility (one of us governs California)...the new college-age population...(and) the vast citizenry that has had it with inflation, people who are rapidly finding that when you fix or build your own house (car, education, body, community), you deal in uninflated coin, your time, and don't get taxed for the transaction."

(Brand's photo is by Andrew Fluegelman.)

SUNDAY TRENTONIAN 12-28-80

Here's where to send for your beanie with solar-powered propeller

Southbend, IN, Tribune Feb 8 '81

THE NEXT WHOLE EARTH CATALOG (Random House, 608 pp., $12.50)

THROW OUT your copies of "The Last Whole Earth Catalog" and the "Whole Earth Epilog," this catalog completely replaces them. I've spent a number of hours browsing through it so far, reading its evaluations of tools and trying to absorb some of its suggestions for ways of shaping the environment to suit me, the individual, instead of letting things happen the other way around. I'm sure I'll come back to it whenever I start losing my bearings or wondering how to get a grip on the world again.

There is practically no limit to the areas the Whole Earth research staff investigates: land use, politics, communications, business, in addition to such topics as "community," "nomadics," "learning," "whole systems," and especially technology — but of the "soft" variety. Soft tools, as editor Stewart Brand explains, don't push their users around; soft technology teaches that operating modes should be understood by all, and that there should be diverse solutions to technical and social problems, and that work should be undertaken primarily for satisfaction, with no strong work/leisure distinction.

(I happened to be reading Giovanni Sartori's book "Democratic Theory," just before I began this review, and I noted there the sentence, "While democracy is more complex and intricate than any other political form, paradoxically enough it may not survive if its principles and mechanisms are not within the intellectual reach of the average man." Sartori's "soft" political approach tells me that he would enjoy "The Next Whole Earth Catalog" very much.)

There is, thus, a good deal of philosophy here, but there's also a lot of ready-to-use information and an array of further sources should the reader wish to engross himself further in a subject. You can find out where to order anything from a squangle (giant protractor and angle sawing guide) to a keisu gong (for meditation) to a solar beanie with a propeller that spins when you stand in sunlight, or a write-in-the-rain notebook, a fireside loom, a hot tub or sauna, a home computer.

You can also read articles on home beermaking, bike tripping, common-sense suicide, growing wild mushrooms, landlording, kiln-building, sea canoeing. You can write off for such assemble-it-yourself kit projects as a spinning wheel kit, a furniture kit, a complete house kit, or perhaps a living together kit or a birthing kit or an auto emergency kit — there's just no end to what you (and your mate), once headed in the right direction, can do for yourself!

I noticed that "The Next Whole Earth Catalog" pays quite a bit of attention to women. For example, there is information on corporate gamesmanship for women ("Games Mother Never Taught You"), tips on how to convict a rapist (accuse him of indecent exposure), items for women farmers ("It is of great advantage to the farmer if an owl makes a nest in her home") and for women executives ("Install a samadhi tank in your office. 'I'm sorry, the director can't be disturbed right now. She's in the tank' ").

The above is only the merest glimpse of what is in this catalog — you'll want to spend days poring over it, I'm sure. It will teach you to "burn your idols once in a while and start all over again." Its "Neighborhood Newsletter" section will make you laugh ("Once an angry man dragged his father along the ground through his own orchard. 'Stop' cried the groaning old man at last. 'Stop! I did not drag my father beyond this tree' ") or even sing ("You can sing 'Stopping by the Woods on a Snowy Evening' all the way through to the tune of 'Hernando's Hideaway': Whose woods! These are! I think I know!")

By the time you reach the two pages at the end entitled "Enough for Now," you'll be a changed person: Memories, dreams, reflections on the future will well up in you and make you creative and self-reliant as you never were before. Or at least you'll want to be — and that's not bad for a start.

—Ben Barrett

Ben Barrett is an inspector with the City of South Bend's Bureau of Housing.

Daily Breeze / News-Pilot 1-30-81

archive

The book score

Title	F R	W-Q	V	Grade
Whole Earth Catalogue	93	84	92	A

R-Readability W-Q-Writing quality V-Value
Maximum score: 100

By Tom Streissguth

(Call

The New Whole Earth Catalogue **by Stewart Brand, editor (Random House, $12.50).** Five years ago, the previous edition of *Catalogue* sold more than 1,600,000 copies. It also earned a National Book Award and "served notice," writes Samuel Florman, "that the ideas of the counterculture were working their way into the mainstream."

This completely revised, rewritten and updated *Catalogue* is a veritable warehouse of ideas and information. It carries on and furthers the original purpose of editor Brand and his whiz-kid associates — enlightened individuals all.

The Brand Whole Earth philosophy is to list and promote materials that help individuals "'conduct their own education, find their own inspiration, shape their own environment."

Detailed, accurate and uniquely useful information is provided in such "down-home" areas as home repair, crafts, tools, gardening, livestock and water systems. Plus more than a hundred open-ended subjects such as environmental politics, legal self-care, cockroaches, personal finance, cybernetics, maps and hospital care.

It is imaginatively conceived and executed with thousands of drawings and photographs. Merely turning the pages is "much like browsing through a combined book and hardware store," as Forman says.

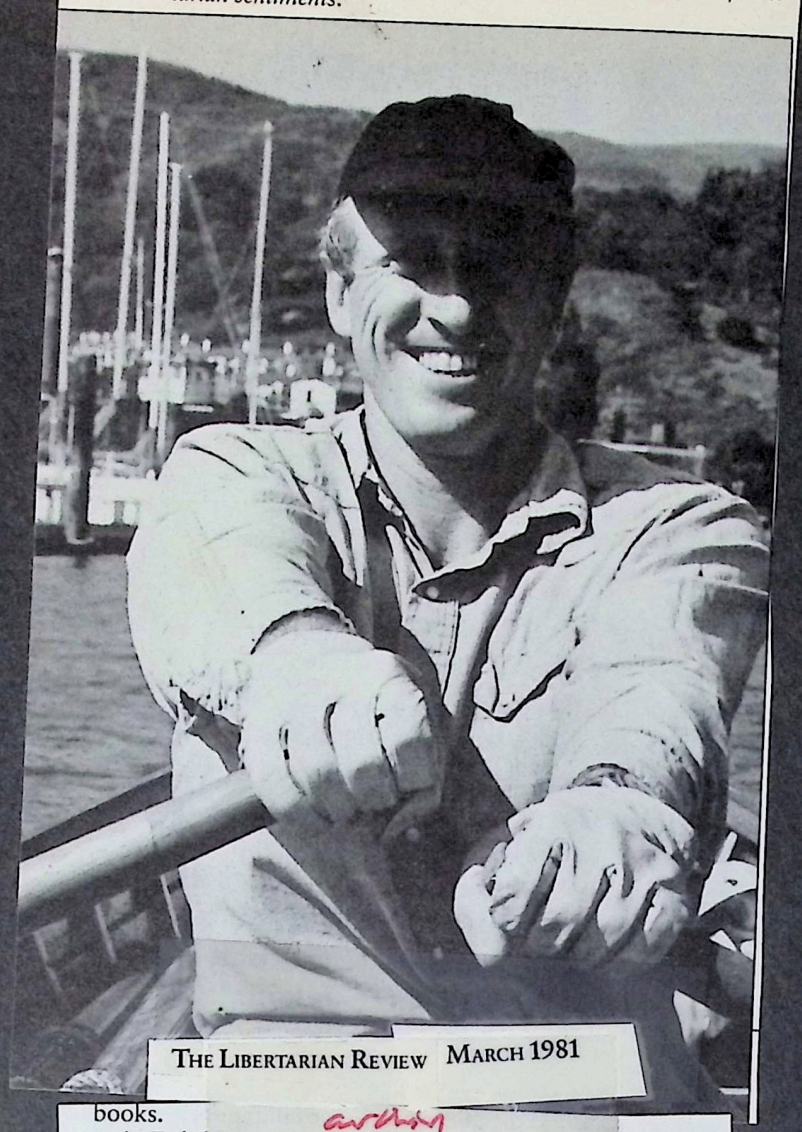
Brand writes: "One thing that seems clear about our age is that the do-it-yourself approach to everything is still steadily increasing. We as writers, publishers and and channels of information are generalists, hopelessly in love with details.

Fortunately for us, it's also the national style, as American as cherry pie (how to cook it really well, where to find organically-grown cherries, how to grow cherry trees, when to prune aand pick). It is karmic, isn't it?"

I don't where (or how) karma is involved or even if it needs to be "invoked" as such. And perhaps, too, critics of this warehouse of wonders are justified in worrying about the counterculture moving completely away from humanity and human involvement.

The fact remains, *The New Whole Earth Catalogue* is the most detailed, informative and "browsable" book about tools for living I have ever visited.

Stewart Brand, editor since the beginning (1968) of the Whole Earth Catalog, *the newest edition of which is "chock full of libertarian sentiments."*



books.

As Exhibit A, consider *The Next Whole Earth Catalog*, the newest, fanciest, biggest ever edition of the "Bible of the Counterculture," as it has more than a few times been called. The first edition of the *Whole Earth Catalog*, as editor Stewart Brand recalls in his preface to the new edition, was "made by three hippies in a garage and distributed by a local long-hair wholesaler (Bookpeople, Berkeley)." That was in 1968. Three years later, *The Last Whole Earth Catalog* won a National Book Award, and went on to sell 1,600,000 copies. Not surprisingly, *The Next Whole Earth Catalog* is distributed by a short-hair wholesaler called Random House, and, as this goes to press (late January), is holding down the number 3 position on the Publishers Weekly trade paperback bestseller list. It is also chock full of libertarian sentiments.

We open the book and learn immediately (page 2) that the purpose of *The Next Whole Earth Catalog* is to seek and promote tools that aid individuals in their pursuit of "personal power," that is, "the power of individuals to conduct their own education, find their own inspiration, shape their own environment, and share the adventure with whoever is interested."

Flip over to page 39, in the *Catalog*'s section on economics, and you'll find a review of Milton and Rose Friedman's *Free to Choose*, which Stewart Brand told *Newsweek* back in November is one of his own current favorite books. "I'm a small business man who is hit with the same kind of problems that face any small entrepreneur," he said back then. And he begins his review of *Free to Choose* with the proposition that "[t]he exquisite balance of nature, the complex ecology we admire, is based largely on competition...."

But skip a few pages further, to page 46, in the section on "reinhabitation." There you'll find a description of Thoreau's *Walden* as "the prime document of America's 3rd Revolution, now in progress," side by side with the following quotation from "Civil Disobedience":

> I heartily accept the motto,—"That government is best which governs least;" and I should like to see it acted up to more rapidly and systematically. Carried out, it finally amounts to this, which also I believe,—"That government is best which governs not at all," and when men are prepared for it, that will be the kind of government which they will have.

Nor is this all. Flip back to the back of *The Next Whole Earth Catalog* and you'll find in the section on political factions an entire subsection on "Libertarian Periodicals," complete with pictures and mini-reviews of *Inquiry, Libertarian Vanguard, Frontlines, Reason, Liberty,* and *LR*.

Rockford native catalogs Earth of the '80s

Leona Carlson

At the very least, "The Last Whole Earth Catalog", published in 1971, was a hard act to follow. The massive paperback won the National Book Award for Contemporary Affairs, sold 1.6 million copies and startled the world with its larger purpose — as a graphic, comprehensive format for recording history. But author/editor Stewart Brand — a Rockford native, son of Mrs. Julia Brand, 1211 Harlem Blvd. — not only followed his own act, but surpassed it, according to Christian Science Monitor staff correspondent Stewart McBride. Reviewing the sequel published in November 1980, McBride declared "The Next Whole Earth Catalogue" is "better researched, better designed and more profound than the 'Last'. It zestfully addresses the needs of the 1980s," McBride wrote, "and aims at an audience that includes not only college students and veterans of the '60s, but also the vast American citizenry, shellshocked by inflation. . ." In a profile of the new book and its creator, the Monitor writer quotes Brand as observing that "today's 'Whole Earth' people (unlike those in the 1970s) are less concerned about counterculture than surviving."

Illustrating the two catalogs' reflection of their respective times, McBride notes the list of wood stove manufacturers zoomed from half a dozen to more than 400 in the decade between "Last" and "Next". Solar energy listings multiplied from 2 to 62. On the other side of the coin: the "Last" catalog's eight pages on China and four pages on Black Interest have vanished from the new book. Commenting on the omissions, Brand said in the Monitor interview: "Six years ago China was a model for radical America; now America is the model for technical and economic China. . . For decades the tireless leader in civil rights and the arts, black culture seems to be getting a deserved rest these days. . ." Another manifestation of the changing times: The 1971 book carried a $5 price tag; the 1980 version costs $12.50.

McBride quoted the author as attributing his predilection for catalogs to the example set by his father, the late A.B. Brand, who headed Cummings, Brand and McPherson advertising agency in Rockford. "We had hundreds of catalogs coming to the house," the editor recalled. "He was always looking for better quality and prices and instead of slogging it out in the street, he shopped with his feet up."

Stewart Brand now is headquartered in Sausalito, Calif., where he founded and edits the CoEvolution Quarterly. McBride described the publication as "an iconoclastic magazine" which employs about a dozen persons and publishes "think pieces" but no ads. To produce the new catalog, Brand doubled the Quarterly staff. According to McBride, they spent five months of 70-hour weeks compiling its minutiae. The result: 608 pages jammed with 2,700 items ranging from astronauts to zomeworks.

As always, Brand's ongoing fascination with space and his commitment to environment — especially to trees — come through clearly in this latest major interview. As always, the piece also is loaded with the subject's provocative comments about the future of the land. Looking optimistically at the '80s, Brand commented: "American institutions have grown fat and lazy. Bucky Fuller once told me his generation's best ideas came out of the depression. I expect the next several years will be a real period of invention out of desperation. We'll see a lot of new ideas bubbling up. All this calamity-crying, cynicism, and self-hatred in America is the muddling end of materialism. Consumerism and 'stuffism' have exhausted their welcome. . ."

Boulevards Feb'81

The $10,000 price of your windmill may not be beautiful, either. And the bill from the repairman may be equally unappealing, since most windmills on the market today aren't built to stand up to punishing weather. *The Next Whole Earth Catalog* says: "Useful, reliable wind electric systems are not yet available in a form whose performance can be predicted with confidence." Of course, in the future, small-scale wind technology may make some substantial improvements.

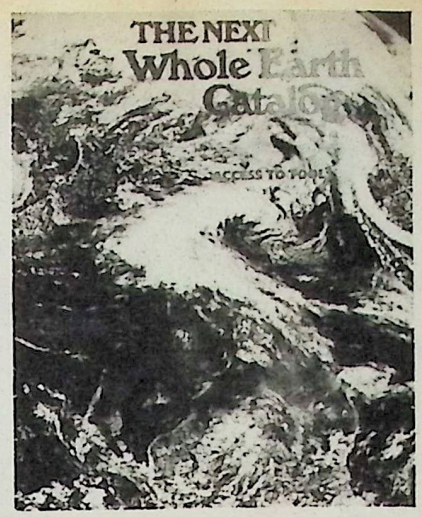
Gloria Leitner, editor of "A Golden Thread"

Vancouver Province BC
Feb 22 '81
Entire article under file "CA friends"

Personal power

THE NEXT WHOLE EARTH CATALOG, edited by Steward Brand (Random House. 608 pp. $12.50 paperback). The original *Catalog* (1968) went through several revisions and sold more than a million and a half copies. This one is better designed, more professional, with an enormous range of subject matter. Computers, solar energy, underground architecture, environmental politics, soft technology: they are all here. The emphasis is on personal power to "do it yourself," on the "power of individuals to conduct their own education, find their own inspiration, shape their own environment, and share the adventure with whoever is interested." Subtitled "Access to Tools," it is essentially a guide to more detailed guides available, filled with quotations, sidebar anecdotes, and brisk editorial comment. An entertaining and informative potpourri.

The Progressive, Ma!81



For the New Age

The Next Whole Earth Catalog, *edited by Stewart Brand. Point/Random House, $12.50.*

The Next Whole Earth Catalog (subtitle: *Access to Tools*) is a mammoth volume (610 jumbo-sized pages) crammed full of reviews of books, magazines, other catalogs and items that roughly fit into a kind of New Age aesthetic. To quote the statement of purpose at the beginning of the Catalog: "We are as gods and might as well get good at it. So far remotely done power and glory—as via government, big business, formal education, church—has succeeded to the point where gross defects obscure actual gains. In response to this dilemma and to these gains a realm of personal power is developing—power of the individual to conduct his own education, find his own inspiration, shape his own environment and share his adventure with whoever is interested. Tools that aid this process are sought and promoted by *The Next Whole Earth Catalog.*"

So what's in it? Well, on page 339 in a section called "Community" under "Sex" there's a review of two books on sexual fantasies called *My Secret Garden* and *Forbidden Fantasies.* "By female and male acclaim these are the horniest books in print," writes Stewart Brand. On page 207 there's a review of the Kutried Waste Oil Heater, which uses old crankcase oil for fuel. In a section called "Whole Systems" under "Economics," one can find a review of E. F. Schumacher's book *Small Is Beautiful.* "Few books have exerted as much leverage on an AGE as this one," writes Brand.

There's even a section called "Communications" where, under "New Wave Magazines," one can read reviews of *Wet, Slash, New Musical Express* and, of course, *Boulevards* (which they say has gained a "certain chic reliability").

The Catalog contains approximately 2700 items. The typical review format includes a picture of the item, a brief, concise review by someone who knows what he's talking about and, in the case of books, a few poignant excerpts. Major sections include: Whole Systems, Land Use, Soft Technology, Craft, Community, Politics, Nomadics, Communications, Learning and Business.

If you're wondering whether *The Next Whole Earth Catalog* contains the same reviews that are in your yellowed copy of *The Last Whole Earth Catalog* (published in 1971), wonder no more. Only 11% of the items are repeats and completely new, updated reviews of those items are included. This is an essential book and, at only $12.50, a real bargain.

—*Michael Goldberg*

THE NEXT WHOLE EARTH CATALOG, edited by Stewart Brand, is a reference work on a variety of subjects from wood stoves to parenting to candle making to nuclear war. Random House. $12.50.

2-13-81

CHARLESTON EVENING POST
Charleston, S. C.

Baker, OR
Democrat-Herald
(Cir. D. 3,101)

archive

MAR 2 1981

Allen's P. C. B Est. 1888

If seeds and self-sufficiency interest you, check out the public library on your next trip to town. Harrowsmith's February edition has a list of 82 seed sources. The Next Whole Earth Catalogue is a joyful, almost overwhelming collection of how-to information. It has at least 20 sections dedicated to gardening and processing.

Portage Leader
Portage La Prairie, Man.
March 18, 1981
CANADIAN PRESS CLIPPING SERVICE

Update on the last

The Next Whole Earth Catalog, edited by Stewart Brand (Random House, $12.50) 3396

"The Last Whole Earth Catalog" sold nearly 2 million copies after its publication in 1971.

A decade later, Stewart Brand and his colleagues have produced "The Next Whole Earth Catalog", an updating of their popular guide to the tools needed for self-sufficiency.

The purpose is still straight out of the 1960's — a guide to help people educate themselves, shape their environment and share their activities.

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In most cases, the catalog refers its readers to other books and sources of information. But it also includes essays and comments on an incredible variety of topics.

Duston Harvey (UPI)

OP mag, E issue, Sp '81
Columbia, MO

For more general audiences

The Next Whole Earth Catalog (Random House/Point) is all about acquiring the resources necessary to educate yourself about things that are important to you. It looks great, makes fascinating reading (if you skip around), and covers an amazing array of subjects within the sections called Communications, Nomadics, Learning, Politics, Community, Craft, Soft Technology, Land Use, and Understanding Whole Systems. (OP is on page 484, just 100 pages before Buddhism and 200 pages after batik.) There are, of course, many noticeable omissions when you really know a subject, but it will give you a good start if you don't.

THE NEXT WHOLE EARTH CATALOG— Stewart Brand, Ed. This catalog is to inform those interested in self-reliance what is worth getting and where and how to do the getting. An item is listed if it is deemed useful as a tool, relevant to independent education, of high quality or low cost, or easily available by mail. Random, 1980, 608 p., illus., paper, $12.50.

Science News Feb 7 '81

ANOTHER WHOLE EARTH CATALOGUE

The Next Whole Earth Catalogue has been published and is already, quite deservedly, on the best seller list. It is an incredibly useful sourcebook, giving expert advice on where to find information, books and materials for almost any interest. There are mail order sources throughout, and a very short section on catalogues. It is on sale in bookshops for $12.50, or from the address below.

WHOLE EARTH HOUSEHOLD STORE, Building D, Fort Mason Center, San Francisco, CA 94123.
The Next Whole Earth Catalogue, $14.50 ppd.
MC,V.

Catalogue of Catalogues' Newslettes Winter '81

Book Review

from

the christian CENTURY

an ecumenical weekly

407 SOUTH DEARBORN STREET
CHICAGO, ILLINOIS 60605

THE ATTACHED CLIPPING
is from the issue of
MAR 1 1 1981

THE NEXT WHOLE EARTH CATALOG: ACCESS TO TOOLS. Edited by Stewart Brand. Random House, 608 pp., $12.50 paperback.

Not your ordinary little paperback, mind you, but one with the giant page size of the old *Whole Earth Catalog*, expanded into Sears, Roebuck catalogue thickness. Brand and company had sworn off the catalogues some years ago, and named one "the last." But now they are ready for the decade of the 1980s. Are any readers not familiar with these collections? They are hotch-potch gatherings of addresses, puffs, data, speculations, directions. No one ever accused Brand and associates of being well organized or discriminating. They toss in the kitchen sink and everything else and let readers sift, sort and mull. On fields about which we know something, like religion, we find terrible shortfalls and flaws, and it may well be that experts in other areas are better served — or as put off as we. But taken all in all, this is a pile of creative junk that includes in its offerings many affirmations of the created world, and many directions for its better use, enjoyment and preservation.

The Crafts Report
Ma'81 (Delaware)

THE NEXT WHOLE EARTH CATALOG edited by Stewart Brant; published by POINT (publishers of Co-Evolution Quarterly); distributed by Random House; 608 pages; $12.50.

I'm not even sure this will turn out to be a review. I think more likely it will be a fan letter to Mr. Brant and all his gang at Co-Evolution Quarterly — YOU DID IT AGAIN. The subtitle of this mammoth accomplishment is "Access to Tools" — meaning access to the things that help develop "the power of individuals to conduct their own education, find their own inspiration, shape their own environment, and share the adventure with whoever is interested." You can count me in!

This new Whole Earth Catalog splendidly fulfills the purpose it sets for itself. Each of those 608 oversize pages holds at least one surprise, one new idea, one tool or inspiration that may help you hear the beat of a slightly different drummer. More than 40 pages are devoted to Crafts. How they did all this and still held the price at $12.50 is beyond me. The only problem with this volume (it weighs over 5 pounds and is as fat as a big city phone book) is that you might strain your back hefting it. But sure enough, there on page 326, among a variety of suggested "tools" for taking care of yourself, is an illustrated quick maneuver to bring relief for low back pain. Didn't I tell you?

Reviewed by MICHAEL SCOTT

HERALD-AMERICAN
SYRACUSE, N. Y.
S-245,000

3386

MAR-8 -81

The Next Whole Earth Catalog, edited by Stewart Brand (Random House, $12.50)

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A decade later, Stewart Brand and his colleagues have produced "The Next Whole Earth Catalog," an updating of their popular guide to the tools needed for self-sufficiency.

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The large format paperback includes 2,700, only 11 percent repeated from the last catalog.

Brand notes there are 63 new items, for example, on solar energy — which only rated two mentions 10 years ago.

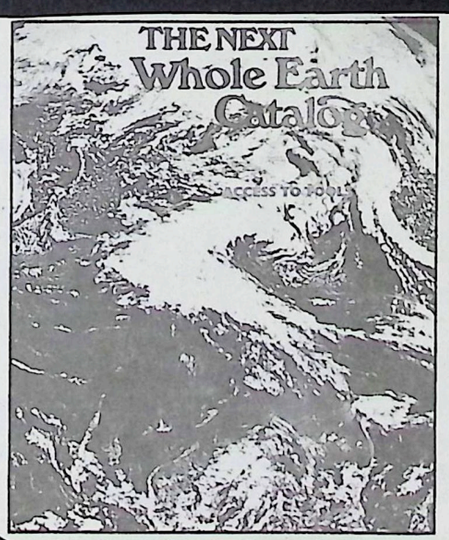
Other topics with a new emphasis include computers, video, space colonies, wood stoves, old building preservation, fitness, care of the dying and trees as the solution for everything.

In most cases, the catalog refers its readers to other books and sources of information. But it also includes essays and comments on an incredible variety of topics.

Duston Harvey (UPI)

Gadget Feb '81

Since its inception in 1971, *The Whole Earth Catalog* has been the *Poor Richard's Almanac* to an entire generation of young American pioneers. Times change and so has the catalog. Gone are the chapters on dope, black culture and free schools which made the original maverick publication a handbook for the counter culture. In their stead, **The Next Whole Earth Catalog** covers more broad based subjects, such as: solar energy, midwivery and computer software. The posture of its authors has matured and thus the contents of this book. Though we mourn the passing of the spirit that birthed such a publication, we are happy to say the latest edition from *Random House, Inc. (201 E. 50th St., New York, NY 10022)* is a worthy offspring of its monumental forebear. Material must pass four requirements for entry into the publication. An item must be (1) useful as a tool, (2) relevant to independent education, (3) of high quality or low cost and (4) easily available by mail, quite a tall order which the authors fill admirably. In fact, even if *The Next Whole Earth Catalog* hadn't the good taste to include GADGET among its pages, it would still be the ultimate how-to guide for the dyed-in-the-wool do-it-yourselfer. Price: $12.50.



The Next Whole Earth Catalog

Traverse des Sioux Library System

100 East Main Street / Mankato, Minnesota 56001

Dear Stewart:

Our copy of The Next Whole Earth Catalog has just been delivered and it isamagnificent, opulent addition to the distinguished parade of Whole Earths from the 60's onward. Since it arrived I have been immersed in the Catalog, and unfortunately the huge thing got immensed with me while I was trying to peruse it while taking a bath. For all its multitudinous informational attributes, the 600 page, 5 pound tome cannot be taken lightly in the bath tub.

The usefulness of the information resources of the Catalog to a public library cannot be overstated, and it should be entered on all libraries lists of favorite basic reference tools, Anne Herbert's columns on every other page are particular gems, and I would like to reprint pages 81,83,85,87,89, and 91 in issues of the Traverse des SIOUX LINE with your permission. It would be printed in our irregular Dr. Sioux's Compendiun of Curious Moments in Literature column.

Thank you,

John

John Christenson
Executive Director

M 7317 ANN WEISER (ANN,560) 12/26/80 5:54 PM L:8
KEYS:/WHOLE EARTH/ TRANSFORM/

I WOULD LIKE TO SAY THAT THE NEXT WHOLE EARTH CATALOG IS A MAGNIFICENT ACHIEVEMENT, AND CONGRATULATE YOU ON YOUR PART IN IT. MY FEELING, COMING UP FOR AIR AFTER SPENDING AN HOUR AND A HALF PLUNGED IN ITS PAGES, WAS THAT IF I HAD HELPED CREATE IT, I WOULD FEEL I HAD DONE SOMETHING REALLY WORTHWHILE
WITH MY LIFE. ENVIOUS.

NOW: I WOULD BE TREMENDOUSLY PLEASED IF YOU WOULD NOW HAVE THE TIME AND THE INCLINATION TO RETURN TO TRANSFORM. ID LIKE TO INTERACT WITH YOU; IF NOT THERE, THEN SOMEWHERE. ...ANN

M 27559 BILL SPENCER (NET,870) 10/28/80 11:17 AM, L:8
KEYS:/CONGRATS ON THE CATALOG!/

ART, SORRY IT TOOK SO LONG TO GET AROUND TO IT, BUT IWANT TO CONGRATULATE YOU AND YOUR FRIENDS AT CoEv FOR THE TERRIFIC JOB YOU DID ON THE CATALOG. IT'S ALREADY BECOMING USEFUL TO US AT HOME, AND WILL CONTINUE TO BE AN IMPORTANT SOURCE OF ENLIGHTENMENT AND INFORMATION RESOURCES. YOUR ARTICLE ON COMPUTER NETWORKS SHOULD ELICIT A LOT OF INTEREST. KEEP UP THE GOOD WORK. AN THANKS AGAIN TO YOU AND YOUR FRIENDS FORTHE WONDERFUL CATALOG.

TAKE CARE, BILL

NEXT CATALOG ARRIVED TODAY. FABULOUS, OUT OF THIS WORLD, OF THIS WORLD, SPLENDID. WITH ADMIRATION AND AFFECTION FOR ALL OF YOU, YOURS EVER
HEINZ VON FOERSTER

10/14/80

20:12 EST

CATALOG JUST ARRIVED ITS REALLY BEAUTIFUL CONGRATULATIONS ON AN IMPRESSIVE JOB I HOPE YOU SELL A MILLION COPIES AND THANKS FOR ALL THE KIND WORDS
MAC WELLS

10/8/80

WoodenBoat

November 20, 1980

Stewart:

I'm sure by now you have received your share of praise for the NWEC, but I still want to add mine. I've been buried deeply within it for a few days now, and it is tremendous. Definitely an improvement over past editions, and a treasure house of ideas and sources. Anne Herbert's neighborhood piece is fantastic, reading as if it were written specifically for that corner of the page.

I hope the book goes well for you. Please tell everyone there how much I like it.

Peter

Peter Spectre

best god-damned letter i've ever
received requesting, imploring,
suggesting, begging, demanding,
implying, coercing, enticing
me to renew a magazine subscription.
with such good humor and high
spirits and low high-jinks,
how can i say no? i ask you again,
how can i say no? i obviously
can't! so, instead, i will
retort with a resounding YES!
YES!!!! A thousand times YES!
i'm proud to be a co-ev subscriber
and i'm doubly proud to be a
co-ev renewer.

cheers.

arthur j. magida

Dear Top Banana,

this is a note from my computer to your computer because you have me worried: I renewed (paying $25 for 2 years) in December, and you cashed the check on the 5th of January, 1981. However, your silicon chip keeps sending me anxiety-provoking letters telling me my subscription is about to expire, may expire, has expired, would have expired, should have expired, etc. The latest came today, two months after the renewal. Could you check your records and amend this? I would much appreciate it, since I have become sickly dependent on CQ.

Silicon forever,

John Tooby

Dear Co Ev,

OK. OK. I relent; here's da money. Please remit my current Co Ev issue along with a letter of explanation to the kids' dentist (who won't get paid yet another month) — unharmed. And please, please stop with the maniacally clever nagging, already.

Yours in desperation,

J. Dion

12/7/80

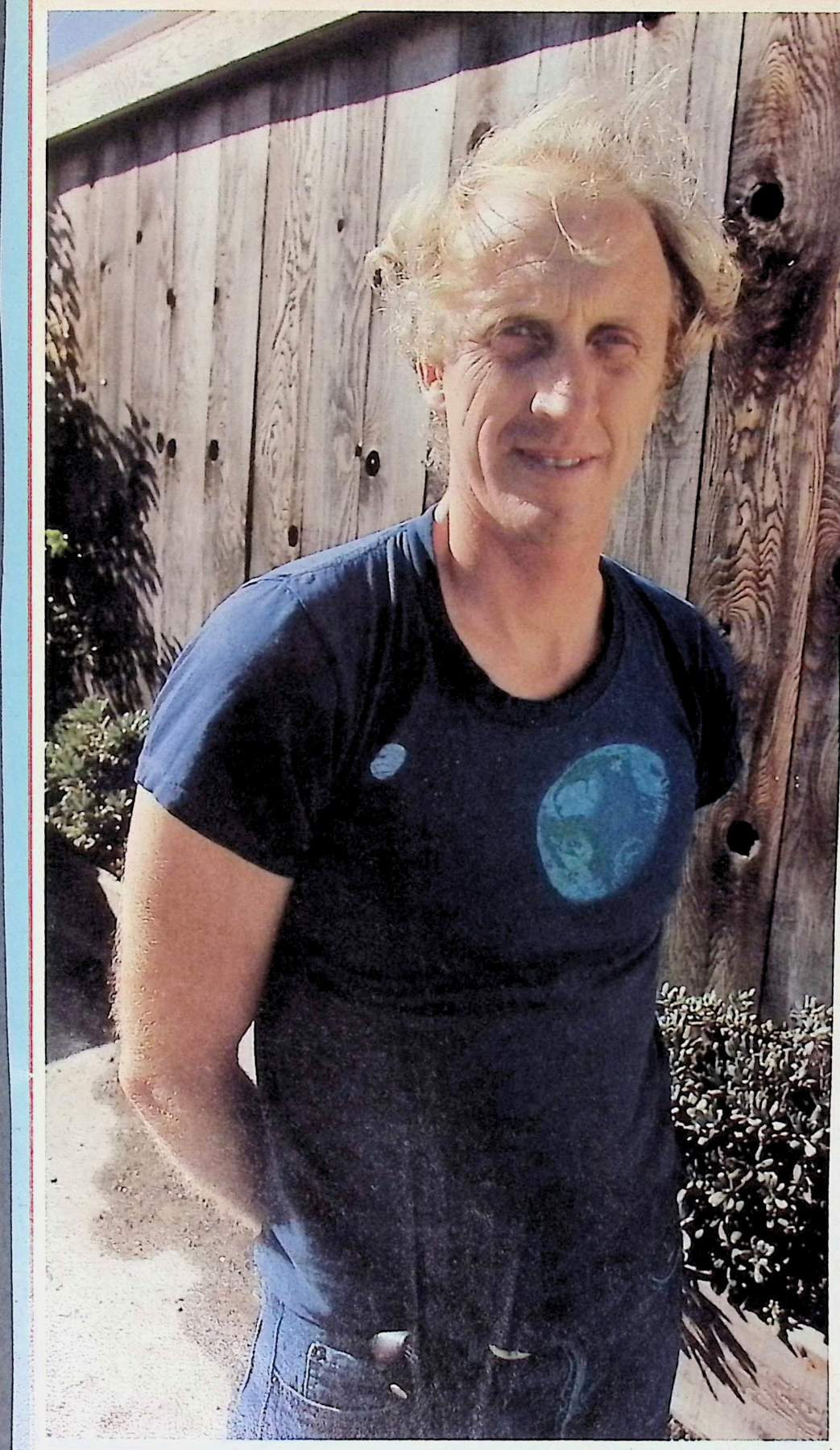
Dear Co-Evolutionners,

I'm enclosing this letter just to tell you that this is the first time ever I've been glad to find that my name is still on someone's mailing list. Co*Evolution is my favorite magazine--I never know what to expect in an issue--there's always more surprises than a crateful of cracker-jacks. Even the back issues offer new delights that I've missed during my first reading. Despite this, I have somehow neglected to resubscribe and take you up on the terrific Catalog deal. Well, your letter did its' job and reminded me to stop wasting time and resubscribe. So here's your cash (I wish I could afford to send more)*-and keep up the good work, OK?

Most sincerely,

JOHN LeDONNE

P.S. — I was contemplating becoming a maniacal subscriber but your Kilanian scrip renewal request changed my mind; I know maniacal "lifers" don't get re-up requests, so thanks for saving me $96.00 and keep the hilarity rolling!



Brand New

Counterculture hero Stewart Brand, creator of The Whole Earth *catalogs, is braving a new world of neoconservatism and small technology.*

by Stephen Shanesy

"Oh, the times, they are a-changin'."
—Bob Dylan

Back in the Fabulous Sixties, when troubadour Bob was wailing about a new age a-dawning, no one could have foreseen the changes in store for the nation, from civil rights to women's rights, from Vietnam to Watergate.

Today, a generation and scores of double digits later, the times are once again a-changin', only now the nation is riding the crest of a conservative wave, a force that, to varying degrees, is even sweeping along stars of the sixties counterculture. Jerry Rubin is now working on Wall Street as a venture capitalist. Yippie Abbie Hoffman, the weary fugitive, is aboveground making peace with the judicial system while promoting environmental causes in the hinterland of upstate New York. Activist Tom Hayden has made himself an integral part of the California political system. And last but not least, Stewart Brand, the theoretical hipster (Be-Ins, light shows) whose *Whole Earth* catalogs provisioned utopian communes for the impending apocalypse, is back with a brand-new catalog, a retrofitted philosophy and a pocketful of optimism.

"We were the 'Now Generation' because we figured that there would be no then," muses Brand, a lanky forty-two-year-old who still prefers California casual—blue jeans, T-shirts and contemporary-accented caps. "We were completely apocalyptic. The sky was falling, the population exploding, people starving, yet we went on. When the energy crisis finally happened in '73, we said, 'Aha, it's here, the end of the world.' It turned out we were wrong again."

The best-selling new edition of the *Whole Earth Catalog*, the first in ten years, trumpets an "onward and upward in all directions" philosophy. Simply called *The Next Whole Earth Catalog*, it enthusiastically confronts the challenges of the eighties, while expanding its appeal to all citizens wracked by inflation and desperate for tax-free or do-it-yourself alternatives. "Today's 'Whole Earth' people are less concerned about countering culture than surviving," says Brand.

Like its forerunner, the latest tome (five pounds, two ounces), offers a mind-boggling array of items such as books, tools and a sprinkling of essays

Photo: Rick Grosse

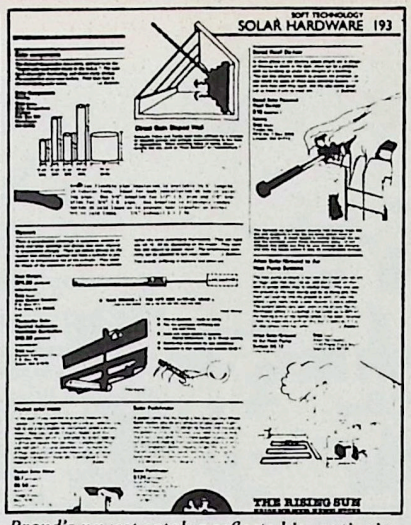
AP '81

sandwiched between covers that dwarf a Sears catalog. Topics and tools of interest to Brand and his team of editors—they work out of a converted luncheonette in the artists' colony of Sausalito, California—range from craft, home repair, farming, nomadic travel, watersheds and personal health to more than a hundred wide-ranging subjects like philosophy, nature, eco-ethics, cybernetics, sex and civilization.

For those homesteaders still at work on the simple life, the *Next Catalog* continues to offer reviews and criticism of tools for their daily karmic labors and the "how to" books on everything from goat husbandry to *Stalking the Wild Asparagus*. But *The Next Whole Earth Catalog* also updates its editor's thinking and interests, which now include space colonies, miniature computers, underground architecture, solar technology and conservative economics.

During the ten-year period when the *Whole Earth Catalog* essentially lay fallow, editor Brand was out of the national limelight but in the forefront of the evolving "soft" or "appropriate" technology movement, a response to the energy crisis and concern about environmental pollution. Soft tech seeks energy solutions on a human scale, such as windmills supplying personal electric needs rather than a nuclear power plant, or solar heating instead of oil-fired furnaces, or underground architecture which requires less energy to heat or cool and less material to construct. Between catalog editions, Brand launched a new magazine, *CoEvolution Quarterly,* edited in a waterfront office in Sausalito, which provides a forum for soft-tech types and their ideas. He was also an adviser to California Governor Jerry Brown, taking a long break from his very successful catalog publishing and mail-order business.

And what a way to take a break. It started in 1971 when he organized a "Demise Party" to celebrate the publication of what was, by his own declaration, *The Last Whole Earth Catalog.* Much to the delight of those in attendance, the publishing entrepreneur literally threw away $20,000 in small bills to the celebrants. "I was exhausted, and the only way I or most of us knew to take a vacation was to quit forever," Brand says. He also hoped that after establishing a well-defined market for a book like *Whole Earth,* someone would come in and do it better. "To our surprise, no one did."



Brand's newest catalog reflects his continuing devotion to solar energy.

In many respects, it is not surprising. Few people combine the multitude of talents that make up Stewart Brand. He's an entrepreneur, organizer, dreamer, teacher, thinker, doer, photographer, professional-class writer and something of a gadfly.

Whole Earth began in March of 1968 when Brand was on a return flight to his San Francisco Bay Area home from his father's funeral in Illinois. "My father was a mail-order maniac," Brand recently told the *Christian Science Monitor*. "We had hundreds of catalogs coming to the house. Norm Thompson, L.L. Bean. He was always searching for better quality and prices, and instead of slogging it out on the street, he shopped with his feet up."

Originally not a catalog at all, *Whole Earth* had its beginnings in what Brand called the Rolling Truck Store. Within three months of conceiving the idea, he stocked an old Dodge pickup camper with books and tools he thought would be of use to some of the more well-established hippie communes in New Mexico. "I wanted to be of use to that population and went straight at trying to provide a service to them in a commercial, though nonprofit, sort of way." But the traveling medicine show, if you will, proved to be somewhat less than successful for Brand and his Ottawa Indian wife, Lois, from whom he is now divorced. "I wanted to find out what the kids wanted. They didn't know and didn't have the bread to buy it anyway," he says. It was back to San Francisco and the drawing board.

By November of that year, he converted the idea of the rolling truck store to a mail-order catalog with a fulfillment house and showroom to back it up. A year later, *The Whole Earth Catalog* was selling a brisk 150,000 copies, owing principally to a firestorm of word-of-mouth referrals. Brand had borrowed $10,000 from his family to pay for the printing of the first catalog press run, and by '71, after picking up a coveted National Book Award along the way, he was managing a business grossing $500,000 a year.

It wasn't a hippie love project, as many of his catalog subscribers might have believed: it was a thriving business, for Brand was a sharp businessman and entrepreneur as well as a hippie. His roots are strictly Middle West, upper-middle-class, silent generation; his youth was a mixed bag of both common and unusual experiences. He was born in Rockville, Illinois, in 1938 and spent his childhood there until packing off to one of the most elite Eastern prep schools, Exeter. He later enrolled at Stanford University in California and majored in biology. At Stanford, he was an ROTC candidate and fulfilled his military obligation as an infantry officer following graduation in 1960.

He returned to the Bay Area after a two-year stint in the army and was, by his own description, "your standard ne'er-do-well artist, running around the North Beach area of San Francisco and the Sausalito waterfront doing almost nothing." He volunteered as a research subject testing psychedelic drugs such as LSD and met up with what are today considered to be the very first hippies—including novelist Ken Kesey, author of *One Flew Over the Cuckoo's Nest,* and his band of Merry Pranksters.

continued on page 70

Among other things, Brand applied his organizational skills to staging now-famous public events, "Be-Ins," in the Bay Area. In 1966, one of the more celebrated gatherings, the Trips Festival, saw Brand and Kesey stage the first psychedelic rock and light show festival, which later became the mainstay of rock emporiums, such as the Fillmore East, from coast to coast.

The success of the first edition didn't change Brand or his method of doing business. As sales revenues poured into the Whole Earth coffers from more than five hundred thousand copies sold in 1969, the publisher/editor lowered the price from three dollars to two. "It was embarrassing," he says. When sales of *The Last Whole Earth Catalog* climbed to 1.6 million copies, Brand funneled $1 million into a nonprofit foundation called Point, which funds various projects in the San Francisco Bay Area. Brand continues to be unexpectedly open about finances of this latest catalog venture. He includes a breakdown of expenses and what's to become of revenues for catalog readers. His income as publisher and editor, including lecture fees, is only $26,000 a year, apparently enough to maintain his cabin in California's Marin County and three small sailboats.

As a substantial mail-order and catalog-publishing house, the operation is not exactly akin to what one might expect to find at a Sears, Montgomery Ward or Spiegel catalog center. And while some thirty-five employees fulfill the same functions as their counterparts at Sears, they accomplish the tasks without the rigid structure or titles associated with more conventionally run businesses. Many of the original catalog team continue to work with Brand—like J.D. Smith, a chief reviewer for *Whole Earth* who has been described as a dropout, cowboy, Latin scholar, filmmaker, steel-mill worker and carpenter.

Of that generation, of which Brand includes himself, he is surprisingly candid and critical. In spite of his original catalog's theme of back-to-basics and self-sufficiency, he now says, "From the present perspective, we were overly self-gratifying, impatient and irresponsible. A lot of people organized their lives and thinking around self-sufficiency in the early seventies, but I think this is a self-limiting and maybe self-destructive fantasy because it eliminates wholesome dependencies. The image

March 15, 1981/The New York Times Book Review

est Sellers

TRADE

Trade paperbacks are softcover books usually sold in bookstores and at an average price higher than mass-market paperbacks. This listing is based on computer-processed reports from 1,600 bookstores in every region of the United States.

1 **THE OFFICIAL PREPPY HANDBOOK,** edited by Lisa Birnbach. (Workman, $3.95.) How to be really Top Drawer: humor.

2 **COMSTOCK LODE,** by Louis L'Amour. (Bantam, $6.95.) The silver strike in Virginia City, Nev.: fiction.

3 **EAST OF EDEN,** by John Steinbeck. (Penguin, $2.95.) Saga of two California families: basis of the recent TV series.

4 **PEOPLE'S PHARMACY 2,** by Joe Graedon. (Avon, $5.95.) Evaluations of 200 products.

5 **GARFIELD AT LARGE,** by Jim Davis. (Ballantine, $4.95.) Antics of a cartoon cat.

6 **SYLVIA PORTER'S NEW MONEY BOOK FOR THE 80's.** (Avon, $9.95.) Financial advice.

7 **MARY ELLEN'S BEST OF HELPFUL HINTS,** by Mary Ellen Pinkham and Pearl Higginbotham. (Warner/Lansky, $4.50.) Housekeeping tips.

8 **THE JOY OF SEX,** by Alex Comfort. (Simon & Schuster/Fireside, $8.95.) With illustrations.

9 **WHAT COLOR IS YOUR PARACHUTE?** by Richard Nelson Bolles. (Ten Speed Press, $5.95.) Guide for job-hunters and career-changers.

10 **DRAWING ON THE RIGHT SIDE OF THE BRAIN,** by Betty Edwards. (J. P. Tarcher, $8.95.) Using the little-used side of your brain.

11 **THE NEXT WHOLE EARTH CATALOG,** edited by Stewart Brand. (Point/Random House, $12.50.) "Ways to survive in the 80's."

12 **MARY ELLEN'S BEST OF HELPFUL KITCHEN HINTS,** by Mary Ellen Pinkham. (Warner, $4.50.) Cooking tips.

13 **THE OFFICIAL I HATE CATS BOOK,** by Skip Morrow. (Holt, Rinehart & Winston, $3.95.) Humor.

14 **A FIELD GUIDE TO THE BIRDS,** by Roger Tory Peterson. (Houghton Mifflin, $9.95.) Completely revised guide for eastern North America.

15 **STILL LIFE WITH WOODPECKER,** by Tom Robbins. (Bantam, $6.95.) A fey love story.

April 5, 1981/The New York Times Book Review

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March 22, 1981/The New York Times Book Review

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10 **GODEL, ESCHER, BACH,** by Douglas R. Hofstadter. (Vintage, $8.95.) A metaphorical fugue on minds and machines.

11 **DRAWING ON THE RIGHT SIDE OF THE BRAIN,** by Betty Edwards. (J. P. Tarcher, $8.95.) Using the little-used side of your brain.

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April 12, 1981/The New York Times Book Review

est Sellers

TRADE

Trade paperbacks are softcover books usually sold in bookstores and at an average price higher than mass-market paperbacks. This listing is based on computer-processed reports from 1,600 bookstores in every region of the United States.

1 **THE OFFICIAL PREPPY HANDBOOK,** edited by Lisa Birnbach. (Workman, $3.95.) How to be really Top Drawer: humor.

2 **GARFIELD GAINS WEIGHT,** by Jim Davis. (Ballantine, $5.95.) The further adventures of that gluttonous feline.

3 **EAST OF EDEN,** by John Steinbeck. (Penguin, $2.95.) Saga of two California families: basis of the recent TV series.

4 **COMSTOCK LODE,** by Louis L'Amour. (Bantam, $6.95.) The silver strike in Virginia City, Nev.: fiction.

5 **GARFIELD AT LARGE,** by Jim Davis. (Ballantine, $4.95.) Antics of a cartoon cat.

6 **PEOPLE'S PHARMACY 2,** by Joe Graedon. (Avon, $5.95.) Evaluations of 200 products.

7 **THE 1980's: Countdown to Armageddon,** by Hal Lindsey. (Bantam, $6.95.) Prophecies in the Bible spelled out by an apocalyptic evangelist.

8 **WHAT COLOR IS YOUR PARACHUTE?** by Richard Nelson Bolles. (Ten Speed Press, $6.95.) Guide for job-hunters and career-changers.

9 **THE JOY OF SEX,** by Alex Comfort. (Simon & Schuster/Fireside, $8.95.) With illustrations.

10 **MARY ELLEN'S BEST OF HELPFUL HINTS,** by Mary Ellen Pinkham and Pearl Higginbotham. (Warner/Lansky, $4.50.) Housekeeping tips.

11 **SYLVIA PORTER'S NEW MONEY BOOK FOR THE 80's.** (Avon, $9.95.) Financial advice.

12 **DRAWING ON THE RIGHT SIDE OF THE BRAIN,** by Betty Edwards. (J. P. Tarcher, $8.95.) Using the little-used side of your brain.

13 **THE OFFICIAL I HATE CATS BOOK,** by Skip Morrow. (Holt, Rinehart & Winston, $3.95.) Humor.

14 **THE NEXT WHOLE EARTH CATALOG,** edited by Stewart Brand. (Point/Random House, $12.50.) "Ways to survive in the 80's."

15 **A FIELD GUIDE TO THE BIRDS,** by Roger Tory Peterson. (Houghton Mifflin, $9.95.) Completely revised guide for eastern North America.

March 29, 1981/The New York Times Book Review

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13 **GODEL, ESCHER, BACH,** by Douglas R. Hofstadter. (Vintage, $8.95.) A metaphorical fugue on minds and machines.

14 **HOW TO AVOID PROBATE:** Updated! by Norman F. Dacey. (Crown/Herbert Michelman, $14.95.) Making a will without a lawyer.

15 **THE OFFICIAL I HATE CATS BOOK,** by Skip Morrow. (Holt, Rinehart & Winston, $3.95.) Humor.

April 26, 1981/The New York Times Book Review

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2 **PALOMINO,** by Danielle Steel. (Dell, $6.95.) After two sad love affairs, Samantha discovers other things in life that are important: fiction.

3 **THE OFFICIAL PREPPY HANDBOOK,** edited by Lisa Birnbach. (Workman, $3.95.) How to be really Top Drawer: humor.

4 **EAST OF EDEN,** by John Steinbeck. (Penguin, $2.95.) Saga of two California families: basis of the recent TV series.

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8 **ANATOMY OF AN ILLNESS,** by Norman Cousins. (Bantam, $4.95.) A patient's account of his successful fight against a serious disease.

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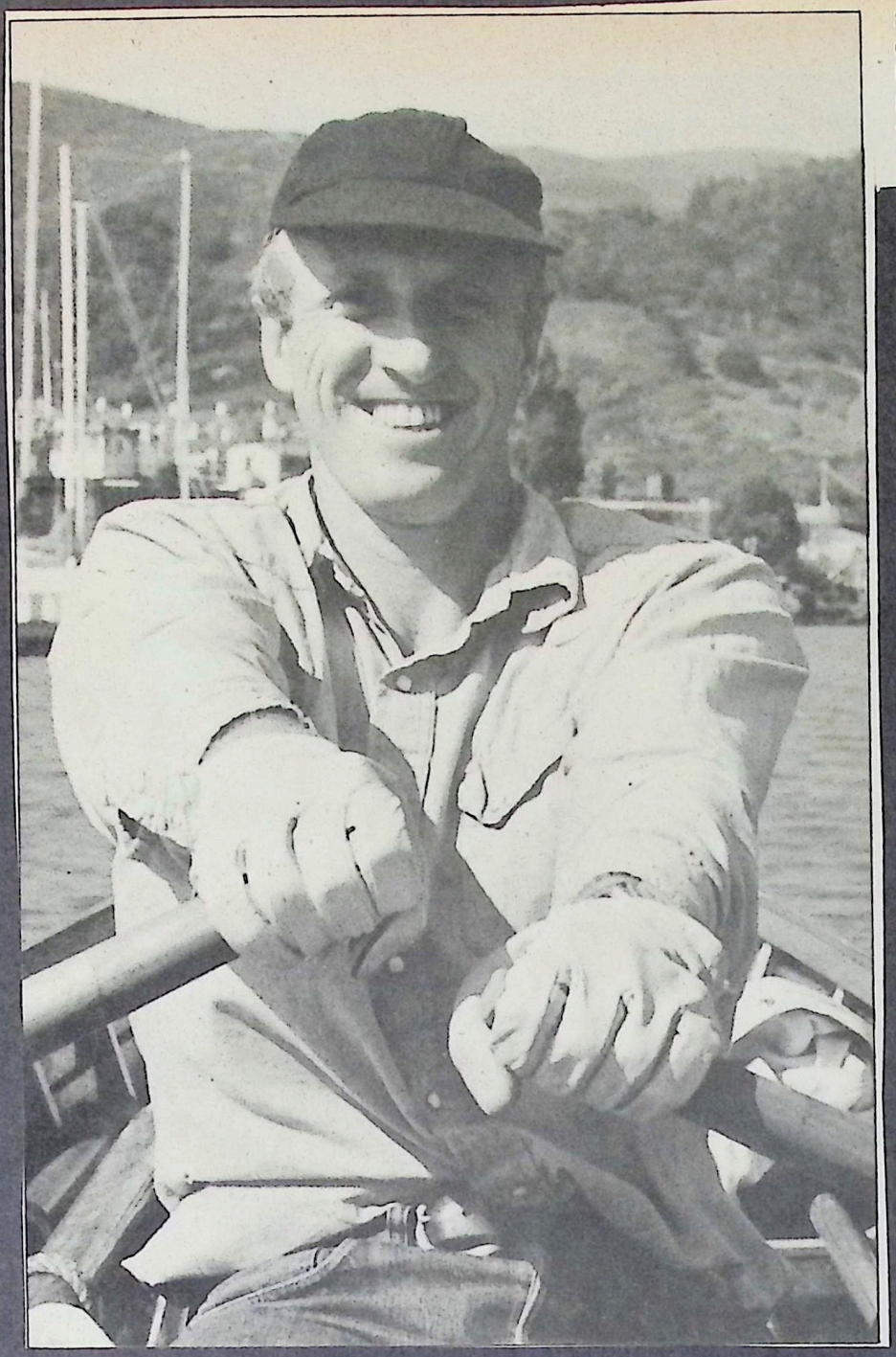


Small-press magnate Stewart Brand (the Whole Earth Catalogs) says big corporate advances to authors put 'all the risk on the publishing house and none on the creative person.'

In the publishing business, small can be beautiful

The Progressive 9/81

BY CAROL POLSGROVE

One of the first small-press successes, and a suitable symbol of the movement, was the series of *Whole Earth Catalogs* published by Stewart Brand from various points around the San Francisco Bay. Brand and his colleagues put together the first *Whole Earth Catalog* in 1968 in a garage equipped with an IBM typesetting computer. Brand barely remembers what happened to the first copies. "We carted some around to stores," he wrote later, "who didn't want them, not even on consignment ('Too big. Too expensive. What is it?')."

But the Catalog, first a periodical and then a book, caught on. A compendium of tips for where to find out how to do whatever it was you wanted to do, the catalog filled a need for the late 1960s—a need to escape the corporate producers, merchandisers, and media.

Reviews by the media did, of course, have a great deal to do with the *Catalog*'s success. But Brand recalls, in his own history of the era, "Of all the press notices we eventually got, from *Time* to *Vogue* to *Hotcha!* in Germany—to the big article in *Esquire*, nothing had the business impact of one tiny mention in 'Uncle Ben Sez' in the *Detroit Free Press*, where some reader asked, 'How do we start a farm?' and Uncle Ben printed our address."

Therein lay the appeal of the *Catalog* and other small-press books, like Ten Speed's first, *Anybody's Bike Book*—they told readers how to do things on their own.

The success of the *Catalog* sent out ripples. A small Berkeley distributor called Bookpeople agreed to distribute the *Catalog*, and as its fortunes took off, so did Bookpeople's. Over a nine-month period, Bookpeople's accounts exploded from 600 to 3,000. Unprepared for such rapid expansion, Bookpeople lost money, but eventually caught up with its own success. In 1971, its employes bought it from the founders and turned it into one of the staunchest supports for a distribution system—essential to the survival of small presses.

Bookstores' receptiveness to small presses varies from region to region. According to Terry Nemeth of Bookpeople, bookstores on the West Coast are quicker to accept variety; bookstores on the East Coast, home of the established press, are less likely to deviate from their familiar habit of ordering from big New York publishers.

One way for a small publisher to get around that is to team up with a big publisher. The practice is not new: Swallow Press put out books under a joint imprint with William Morrow & Company back in the 1940s. But a contemporary pioneer in this area was, once again, Stewart Brand, who distributed *The Last Whole Earth Catalog* in 1971 through Random House. Today, it is not at all uncommon for a small press to sell either distribution or mass paperback rights to a large publisher.

Brand, who recently distributed *The Next Whole Earth Catalog* through Random House, thinks this arrangement works well for both small and large publishers. The hefty advances which publishers pay to authors these days, he says, make corporate publishing an erratic business: "It puts all of the risk on the publishing house and none on the creative person." He tells authors with unusual books to publish and distribute locally, prove an audience is there, then try the big time.

THE NEXT WHOLE EARTH CATALOG. Edited by Stewart Brand. Random House. 608 pp. $12.50.

Under the sub-title of "Access to Tools" this sequel to the amazingly popular *The Last Whole Earth Catalog* in 1971 (which sold 1.6 million copies) claims to list anything that is deemed "useful as a tool, relevant to independent education, high quality or low cost and easily available by mail." Entries vary widely from actual tools to books, do-it-yourself instructions, architecture, farming, gardening, energy, fireplaces, stoves, computers, houses, domes, candle-making, cooking, sewing, comic books — and even ideas. A treasure for readers who know how to use it.

SELF-PORTRAIT OF A HERO. The Letters of Jonathan Netanyahu. Introduction by Herman Wouk. Random House.

The Pilot (So. Pines, N.C.) Feb. '81 Walter Spearman

A Catalogue Worth Celebrating

Sacramento Bee 3-29-81

THE NEXT WHOLE EARTH CATALOG edited by Stewart Brand. Random House; $12.50.

Reviewers don't normally celebrate another year's version of the Sears Roebuck catalog, Burpee's latest spring seed offerings, or the L. L. Bean fall-winter line — but when Stewart Brand brings out a certain-classic, as he has in "The Next Whole Earth Catalog," it merits attention.

It is not enough to call it merely a catalog: it is at once a textbook, guide to self-sufficiency, political tract, polemic, sex instruction manual, philosophical treatise, a how-to-do-it, an introduction to space, the moon, stars and the universe, not to mention tent selection, adobe brick, eco-ethics and needlework.

Among the surprises between its covers is the wonderful Q and A session between astronaut Rusty Schweickart and Brand crony Peter Warshall about bodily functions in zero gravity, a colloquy first published in Brand's CoEvolution Quarterly. It is printed, fittingly enough, by Rand McNally, since at 11x14-1/2 inches it is world atlas size and a hefty 608 pages thick.

Brand is Jerry Brown's minister of counter culture, eco-ethics, metrics and voluntary simplicity. Brand frolicked with Merry Prankster Ken Kesey and his friends in the psychedelic '60s, became solvent and probably rich with publication of "The Last Whole Earth Catalog" in 1971 (1.6 million copies sold) and "The Whole Earth Epilog" in 1974. He lives in Marin County in blue denims and more-or-less voluntary simplicity but with three sailboats.

Brand's own words — and nearly every page of this catalog is stamped with his personality, observations and commentary — best describe what this is all about: "*The Next Whole Earth Catalog" is an evaluation and access device. With it, the user should know better what is worth getting and where and how to do the getting. An item is listed in the catalog if it is deemed: 1. Useful as a tool; 2. Relevant to independent education; 3. High quality or low cost; 4. Easily obtainable by mail . . . We only review stuff we think is great. Why waste your time with anything less? To the extent this is a book of things, you can buy them, get them mail order from anywhere in the world. To the extent this is a book of ideas, they come right off the page, yours as soon as you use them.*

The readership Brand envisions for this new catalog includes contemporaries "who have aged into positions of responsibility (one of us governs California)," the current college generation and "the vast citizenry that has had it with inflation, people who are rapidly finding that when you fix or build your own house (car, education, body, community), you deal in uninflated coin, your time, and don't get taxed in the transaction."

— Lee Fremstad

Stewart Brand was first in promising

by Lisa Schnebly
Staff Writer

If the kickoff meeting was any indication, the upcoming series "Tracking the 21st Century," sponsored by the Tucson Public Library will be colorful, creative and well worth attending.

Speaking at the Arizona Inn while in Tucson for the opening was Stewart Brand, best known for beginning the best-selling "Whole Earth Catalogue."

Brand was a companion of novelist Ken Kesey and follower of the psychedelic "Merry Pranksters" before going into natural foods, commune living and respecting the land, themes dominant in the first issue of "Whole Earth Catalogue," published in 1968.

Now, venturing into politics in Escondido, Calif., and spending time with Jerry Brown and Tom Hayden, he expounded on the 60s mentality, the "New Class" and the effect of computers on the future.

At 41, Brand has changed little since the days when "everyone who took drugs knew one another by their first names." He said that he and an associate had observed that authors rarely improved after publishing their first book. "I have changed appallingly little. I'm not pleased about that."

Since the 60s, said Brand, a new class of people has emerged; one he is not altogether comfortable about.

Called "The New Class," they are people who are too affluent to understand society's ills. "Rome was undone by gradually increased prosperity," he said. "I fear the United States might go rotten. Our thinking has been fragmanted since Viet Nam. Nations are such nuisances, that the only reason you put up with them is to organize war."

And war, said Brand, is something he is not anxious to re-enter. "It's easy to make mistakes. We learned that during Viet Nam. You just don't ever admit them," he said.

New Class can be characterized, he said, as over-educated and "astoundingly incompetent."

"They can't deal with the fact that you can't always have what you want," he said. "They are lacking in street smarts, country smarts; call it what you will. Their experiences are token, gained from a summer's work during college."

He credited the growth of the Libertarian movement with the period of basic prosperity the country has been in ever since the end of World War II.

"They reflect the prosperity of the nation and the absence of war," he said. "We're still trying to live up to winning World War II. Two nations surrendering unconditionally to you; that'll warp your personality."

Groups and factions have always been a part of society, though. "At least now the groups are thinking, whch is more than we did in the 60s," said Brand. He cited the computer interest as a rising force.

"The computer people are an elite; they know they are," he said. "They are able to program the computer, which will control everything. The future is theirs."

Green Valley News/Sun — Wednesday, April 8, 1981 — Page 11 Section I

Public Library series

Brand also said those who opposed taking earth's war into space had the wrong idea.

"I think all wars should be fought in space," he said. "We could send out ships like the French and English did in the 19th century. Whoever comes back, is the winner."

Brand's views of past as it relates to future characterized the theme of "Tracking the 21st Century." Four seminars in the series will be conducted at the Green Valley Library.

Falling under the heading of "Science: The New Religion," the seminars will be divided into topics discussed by speakers every Tuesday evening at 7 p.m. from April 14 through May 5.

How religions have had to adapt since the Biblical account of creation became discredited in the 19th century will be the topic of M. Ronald Bottaccini, professor of aerospace and mechanical engineering at the University of Arizona. His program will open the series on April 14.

John D. McCullen, professor of physics, will speak April 21 on "The New Clergy: The Rise of the Practical Dreamer," dealing with how men and women of science in the 18th and 19th centuries began to seek solutions to specific problems.

On April 28, Timothy Lenoir, assistant professor or science, will examine how science and technology became instruments of public policy, with the idea that success breeds optimism.

Closing the series will be Henry C. Byerly, associate professor of philosophy, examining the influence of society's values on science and the values of science on society. Byerly will speak on May 5.

Library programs are generally held during the afternoon, but since the professors have University hours, the seminar was scheduled for early evening. Since the programs are being held at only one branch in Tucson (the Wilmot branch on Monday nights), a good turnout is anticipated.

Kliatt, Spring/1981

THE NEXT WHOLE EARTH CATALOG. (Orig.) G
Ed. by Stewart Brand. Dist. by Random House. 608p. illus. diagrs. index. 37cm. c1980. $12.50.

This enormous (almost 15" high, 11" deep and 1-1/2" thick) undertaking completely replaces the now out-of-print The Last Whole Earth Catalog (1971) and the Whole Earth Epilog (1974). A surprisingly small amount of the material is from the previous works; of the almost 3,000 entries only 11% is not new. The many new or very much enlarged categories are what you might expect; they include solar energy, underground architecture, urban homesteading, video, medical self-care; free schools and domes are very much diminished. The enormous amount of research and effort that went into compiling this resource is evident on every page. For those who are unfamiliar with the previous works the catalog is meant as an "evaluation and access" resource. The items listed must be useful as a tool, relevant to independent education, of high quality and low cost and easily available by mail. Many books come under that heading. The Next Catalog is divided into major sections: Understanding Whole Systems; Land Use; Soft Technology; Craft; Community; Politics; Nomadics; Communications; Learning; and Business. One could browse in this catalog for weeks and only have begun to absorb the contents. Throughout the book one finds, along with the separate items discussed, short and highly informative articles -- "One Highly Evolved Toolbox," by J. Baldwin, "Buying a Personal Computer," by Art Kleiner, or in the Politics section an article by Ron Jones, "The Third Wave," are examples of these. Fortunately this is a pretty large book to hide under a coat, but even so it may have to be tied down to keep it from disappearing.

CoEvolution Quarterly includes sections on Politics, Communications, Whole Systems, Land Use, Community, Soft Technology, Craft, Nomadics and Learning. In-depth articles, interviews, many book reviews. Over one-third of The Next Whole Earth Catalog first appeared in CoEvolution. The Spring 1981 issue was 144 pages, no ads. $14, one year; $25, two years; $3, back issue. CoEvolution Quarterly, Box 428, Sausalito, CA 94966.

Message Post June '81 #6

The Next Whole Earth Catalog
Edited by Stewart Brand
1980 (608 pp., profusely illustrated) Paper.

THIS BOOK CAN TRULY BE CALLED the catalog of catalogs. It offers a lengthy listing of useful books and tools for doing everything from thatching roofs to bookbinding. Subjects include music-making, parachuting, boating, expeditions, nuclear war, childbirth, old houses, architecture, tools, farm equipment, economics, and space colonies. This book is friendly, intelligent, and purposeful; comprehensively indexed, it combines practical, hard information with wit and informality: "We only review stuff we think is great." You'll probably agree.

To order send $14.00 plus $2.00 shipping to:
Whole Earth Household Store
Fort Mason Center
Building D--Dept. OHJ
San Francisco, CA 94123
(415) 441-7250

June '81
The Old House Journal

Ft. Wayne News-Sentinel Jan 17 '81

Earth catalog chock full

The Next Whole Earth Catalog
Edited by Stewart Brand
Random House, 608 pages, $12.50

Staff of The Next Whole Earth Catalog at a restful moment.

It's been nine years since the first Whole Earth Catalog hit the bookstores. And with this, the third of the series, comes the culmination of 12 years of research and evaluation — the ultimate Whole Earth Catalog.

If you're into do-it-yourself — or do-it-for-someone-else, for that matter — this is a must book for your collection. Items listed in the catalog have a purpose of being: useful as a tool, relevant to independent education, of high quality or low price and easily available by mail, according to the catalog's editor. And that includes about everything you can think of.

From adobe homes to alternative lifestyles, from mainline rotary tillers to investing money, from water plants to windmills, the catalog lists what it is, what it does, where it is and how to get it. And the reading is kept from getting too heavy by a first-person conversational style of writing.

But don't expect to curl up on a couch with this book. That's not what it's for. It's not just to be read; it's to be used, absorbed and called on for important information when needed. Besides, at 5 pounds, 2½ ounces, this 608-page catalog would get a little unwieldy for normal reading. But its price is not at all heavy for its size: $12.50, for an average of $2.40 a pound. That's less than most steak and, besides, it has a section on preparing freshly cut meat.

For those who own the first or second catalog, a word of advice: Don't think you won't need this one since you have the first. There is only an 11 percent overlap of information between the two. And much of the carryover info has been updated to current prices.

Mike Hanley
Staff Photographer

The Next Whole Earth Catalog edited by Stewart Band. Point/Random House, California, 1980, 608 pages, $15.00. (large format paperback).

Plenty of books ignore the great inequalities which sustain the industrial nations' wealth, and most avoid taking a close look at existing political systems. But these books don't claim to be helping us to understand "whole systems" – a claim which this book makes for its first seventy pages.

While the *Catalog* is packed with interesting information, the compilers' recommendations must be treated warily. For example Stewart Band endorses a volume by Milton and Rose Friedman in which conservative economics is used as a justification for increased inequality in countries across the world. It is difficult to imagine a more woolly-headed recommendation.

Subjects covered range from flora and fauna, through soft technology and crafts, to learning and communications. The layout of the book is extremely attractive.

Peter Browne.

Chain Reaction

Amicus Journal

THE NEXT WHOLE EARTH CATALOG

Sp '81

Edited by Stewart Brand
Random House, pp. 608, $12.50.

CATALOGS OFTEN ARRIVE unrequested in our homes, beckoning us as consumers to look at yet one more way to dress, to decorate our homes or bring ourselves up to date on the endless array of technology geared to make our lives more efficient, our duties less cumbersome. In short, they contain the trappings of our lives and are thriving now with renewed vigor as Americans, particularly in outlying areas, are forced to think twice before jumping into a car to shop.

Catalogs are basically throwaways—good for a season or less and then out of date. In this they symbolize an ongoing cultural espousal of built-in obsolescence. Their temporal quality requires them to be catchy and fresh—to present an instant point of view that may only last as long as the special sales they advertise.

Thus, it is surprising and reassuring to see a more permanent form of catalog renew itself and reappear, differently attired, but with the same freshness, openness and common sense that it contained before. The *Next Whole Earth Catalog*, as the National Book Award-winning *Last* (1971), is not, first of all, a mailbox stuffer, but something one chooses to buy for itself. And once brought home, it demands, for the space it takes up, at least some attention.

When opened, it is a reading experience and treasure-trove all at once. As in the *Last*, the *Next Whole Earth Catalog* covers the gamut of living on this planet from home treatment of the common cold to the examination of world-wide issues.

There is a danger in presenting material relating to particular lifestyles that a catalog's audience and/or its use will be limited. By thorough review, Stewart Brand and his staff have made a rigorous effort to avoid this pitfall.

As stated in the preface, "Of the 2700 items in the *Next Catalog*, 300 (11 percent) are carryovers from the *Last* . . ." Some areas that receive considerably more attention in the new catalog and thus reflect a change in living patterns in the nine-year span, are solar energy, computers, wood heat, underground architecture, medical self-care and fitness, and role-playing games. Subjects receiving less space are domes, free schools, and China as a role model for radical America.

The *Next Catalog* skirts the danger of focusing on a special audience—the first generation of readers now older and in positions of responsibility—by featuring items intended to interest the current college-age population and all citizens who have "had it with inflation"—people who "are . . . finding that when you fix or build your own house (car, education, body, community), you deal in uninflated coin, your time, and don't get taxed for the transaction."

In other words, as all good resources, the *Next Catalog* intends to hit us where we are today—but with the hidden message that it benefits us all to improve the quality of our lives, not simply by adding possessions, but by changing our values and behavior as well.

—JT

Steinbach Carillon News
Manitoba
April 1, 1981

...sources. The Next Whole Earth Catalogue is a joyful, almost overwhelming collection of how-to information. It has at least 201 sections dedicated to gardening and processing.

School Library Journal Ap '81

BRAND, Stewart, ed. *The Next Whole Earth Catalog*. 608p. diags. illus. maps. photogs. bibliog. index. Point, dist. by Random. Oct. 1980. $12.50. ISBN 0-394-73951-5. LC 80-5316.

YA—The catalog is described by its creators as "an evaluation and access device"; the introduction states that 36 percent of the information included is totally new—the rest can be found in older editions of the catalog or in the periodical put out by the same people, *Co-Evolution Quarterly*. A tighter format renders this latest edition easier to flip through, and as usual, the amount of information included is staggering. Reviews of sources, tools, manuals, books, guides, periodicals, etc. are written with that old "Whole Earth" straightforwardness, which only occasionally degenerates into cute hipness. The catalog has changed with the times, staying abreast of a tide of trends and fancies. This edition includes articles on the game Dungeons and Dragons, on video, Hang Gliding, New Wave magazines and more, while still staying true to its "new age," "do-it-yourself," nonsexist and natural style. For curious browsers of any age there are chapters on subjects as diverse as anthropology, radical agriculture, design, underground houses, jewelry, solar research, cockroaches, insemination, tactics, cybernetics and language, calligraphy, home computers and myth. A word to the cautious: the photographs and drawings of nude human bodies engaged in various activities are to be found throughout the catalog.—*Amy Rolnick, Boston Public Library*

CANBERRA TIMES 14/6/81

A rambling store of information

THE NEXT Whole Earth Catalog' is an up-to-date reference book from the USA, dealing with "alternative" products and publications.

From the country renowned for Cadillacs, Big Macs, conservative attacks and consumer traps, it is invigorating to find a work dedicated to promoting values and ideals other than "bigger, slicker, stronger, richer".

The 'Catalog's emphasis is on changing the social order by taking the responsibility for your own actions into your own hands. A simple example of this is collecting rainwater for household use rather than relying on municipal supplies, or fixing something yourself instead of "getting a man in". The 'Catalog' is an access list of information for this sort of personal growth.

There are approximately 2,700 items covered under broad sectional headings of Understanding Whole Systems, Land Use, Soft Technology, Craft, Community, Politics, Nomadics, Communications, and Learning. Topics range in diversity from space technology to indoor gardening.

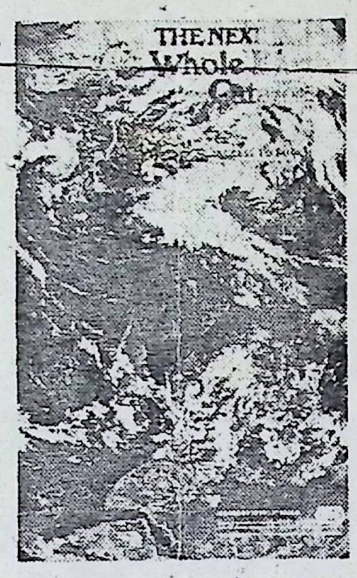
Assessments of books, catalogues, and specific items from many organisations fill most of the pages. The books most recommended are those which apparently give great detail and ideas simply, rather than over-complicated technical manuals. Likewise, simple, sensible, quality products are suggested.

Occasionally, interspersed with the reviews are articles, some from the sister magazine *Co-Evolution Quarterly*. Leafing through, I found a simple recipe for explosives, the derivation of that great Australian phrase "fair dinkum", and the suggestion that orgasm cures jet lag.

Also included are small pieces of home-spun (editorial) philosophy, for example on the ethics of using firewood.

Generally these little snippets are a welcome diversion, although a few are somewhat cloying, simplistic, or outright infuriating, an example being the editor's irrational anti-metric attitude.

The introduction explains that anyone can contribute suggestions or



THE NEXT WHOLE EARTH CATALOG: Access to Tools. Edited by Stewart Brand. Point/Random House. 608 pp. $16.95.

Reviewer:
DAVID ELDRIDGE

articles, and gives tips on review requirements. Thus there are a variety of writers in the 'Catalog', and even a couple of Australian items.

The writing style is friendly and enthusiastic: there is an almost evangelistic feeling in parts. It is informal, but well organised (like a rambling country store). There is a concise contents page, a preface stating the 'Catalog's intentions, and a comprehensive index. There is even a tree budget — an estimate of the number of trees needed to produce the 'Catalog', and a suggestion that readers go out and plant some to compensate.

In the original 'Last Whole Earth Catalog' at the bottom right hand corner of each double page was a paragraph or so of a continuing saga — 'Divine Right's Trip' — an excellent novel in its own right. This 'Catalog' has "The Rising Sun Neighbourhood Newsletter': a collection of anecdotes and messages from various sources. It is a bit like an extension of the sayings on a desk calendar. Below each entry is a drawing which looks like a movie when the pages are flicked over.

Fundamental to this publication is the mail order system. It is very successful, even in Australia. A friend here has been buying through the Whole Earth people for years, quite satisfactorily. USA book prices are consistently lower, even after postage and insurance costs. Also, many of the goods and publications simply are not available here. Another advantage is that mail ordering puts your directly in touch with the manufacturer or publisher instead of dealing with middle men.

I have two criticisms of the 'Catalog'. They both relate to its being an American book distributed in Australia. The first is that by the time the book reaches the Australian shop shelves, the information is already at least a year old.

The second is more difficult to express, but affects the whole work. Parts of the 'Catalog' seem very ethnocentric.

The only time the "foreign" reader is seriously considered is in the instructions for overseas postage. The editors have compiled an amazing array of information from the USA and around the world, but have presented it as an American book aimed at an American market. Readers from other nations are not overtly dismissed: there is just no acknowledgement that the information is valid worldwide.

This is not to say the 'Catalog' is unsuitable for other readers. Much of it is most exciting and practical for everyone. The 'Catalog' is a forum for ideas (new and uplifting) as well as a product advisory service. It would be better to see those ideas presented with everyone in mind. After all, it does set out to be a Whole Earth catalogue.

'The Next Whole Earth Catalog' is a very big paperback, and although solid, it is easily dog-eared. This is inevitable, because it is so interesting. It is a difficult book to comprehend at a glance. Full of details and generalisations, it seems to contain everything about everything. Anyone who picks it up cannot help but be enthused. Every home should have a copy.

24/8/80 CANBERRA TIMES

Accessible alternatives

A UNIQUE aspect of the way Americans buy and advertise things is the use of catalogues, from the enormous Sears catalogue to the 'Whole Earth Catalog'.

'Soft-Tech' is a compilation of catalogue items, letters, reviews, comments (serious and tongue-in-cheek) and articles from 'Co-Evolution Quarterly' magazine, published by the 'Whole Earth Catalog'.

It revolves around the use of science and technology with foresight and care, rather than environmentally draining, complicated "hard technology" for immediate profit; for example, using low impact, inexpensive solar power rather than potentially devastating, centralised forms of fossil fuels and nuclear energy.

Reprinted holus-bolus in its US format, on first sight 'Soft-Tech' seemed an irrevelant rehash of inaccessible ideas. This first impression was definitely mistaken.

'Soft-Tech' is the sort of book you never finish reading. There are so many good ideas and products scattered throughout the 176 pages (eg an advertisement for a Complete Chimney Sweep Equipment Kit — including Top Hat, or an article by a collector and user of a vast array of tools) that every time I pick it up I find something new.

This is probably more a reflection of my reading habits than the book's layout, which can't really be faulted. There are plenty of illustrations, the diverse information never seems cramped, and even fairly complex facts are easily grasped, eg, the article on nitinol, a metal which contracts with great force when heated. References to other sources abound, and a detailed contents page and comprehensive index are included.

Only one article grated — an irrational, reactionary attack on the metric system.

'Soft-Tech' has nine sections, headed "Tools", "Invention", "Solar", "Wind", "Transport", "Steam", "Biofuels", "Building", and "Integrated Systems". Each has relevant, engrossing magazine articles, plus letters, drawings, information on products available, and short-book reviews. Thus "Building" has two inspired articles on underground architecture, some pages on mobile homes, a sprinkling of reviews of practical building books, and heaps more.

SOFT-TECH. Edited by J. Baldwin and Stewart Brand. Penguin. 176pp. $5.00.

Reviewer:
DAVID ELDRIDGE

Of course, it is all very well to have good ideas and dreams, but quite a different thing to put them into practice. One of the best features of 'Soft-Tech' is that all the things mentioned are available to anyone.

The final pages are devoted to the New Alchemists, an organisation working in Canada on many facets of appropriate technology, including a complete, self-sustaining system of housing and agriculture (which they call the Ark).

By leaving the book in our smallest room I discovered other people's responses were as positive as mine.

'Soft-Tech' would appeal to anyone interested in directions of our society. It offers some hope for change from the bleak impersonal future which seems to be looming. It is also available at a most accessible price.

SP'81

OTHER NETWORKS
P.O. Box 14066
Philadelphia, PA 19123

Look for an interview with Lief Smith, founder of the Open Network, in the Spring 1981 edition of The CoEvolution Quarterly.

NETWORKING RESOURCE BOOKS

The Next Whole Earth Catalog has a section on computer networking by Art Kliner (page 534). (Yes, Virginia, there is a Next Whole Earth Catalog, completely revised, up dated, expanded and recently published. Random House, Sept. 1980).

Whatever is not covered by the Whole Earth Catalog (on networking) is in Rainbook (Schocken Books, 1977). Rainbook is a cornucopia of appropriate technology resources.

THE NEXT WHOLE EARTH CATALOG, ed. by Steward Brand. 608 pages.
An indispensible guide to books, ideas, tools and everything else necessary for alternative living. If you're interested in new perspectives on housing, energy, community, business, learning or whatever, this is a great buy. $12.50. Whole Earth Household Store, Fort Mason Center, Bldg. D, San Francisco, CA. 94123. Add $2.00 for handling. (JA)

Circle

4/8/81

Box 9013, Madison, WI 53715

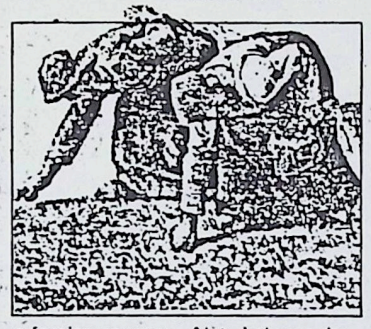
The Fifth Estate
STATE — No date — Received 3/20/81

THE NEXT WHOLE EARTH CATALOG

by Stewart Brand, Point/Random House, 1980, 608 pps., $12.50.

As with the earlier catalogs (*Whole Earth Catalog*, 1969, *The Last Whole Earth Catalog*, 1971, and *The Whole Earth Epilog*, 1974) *The Next* is awesome; both in its very size (18X12 inches and weighing a hefty six pounds) and certainly in its undertaking—where to find information on how to do almost everything.

I was always a closet *Catalog* reader—fascinated by their contents, but always a little put off by their implicit (or sometimes very explicit) New Age consumerism and good vibes bullshit. When they first appeared in the midst of the Nixon/Vietnam era, it always struck me as a bit self-indulgent to be reading about constructing yurts or learning to navigate by the stars when U.S. bombers were destroying



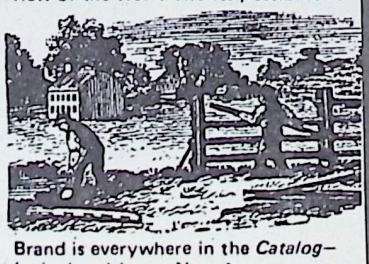
a foreign country. Also, I always detected a note of passivity and acceptance in a period which called for confrontation and stridency.

When this tome arrived, although it certainly is a different era, those same feelings persisted in me—almost like I was taking home a *Penthouse* magazine on the sly. It seemed like material outside our political values; however once into the compendium of catalogs and books, I was soon lost in the Whole Earth world.

Ever want to know how to coppice? or plan space colonies? (me neither) or build, well, almost anything for house or farm? want to know about chainsaws, biogas, eating road kills, bees, caves, boats, tools for every purpose, hot tubs, dying, roofing, horses, cannabis, yoga, eco-ethics, grinders & juicers, restoring homes, building with adobe, logs, brick, stone, junk, water use, every solar and water system available, etc., etc., etc., etc. And I mean, etc., etc., etc., etc. for the list of topics is endless and almost exhausting to read when you start trying to sort out in your mind which of the possibilities could actually be transformed from book to reality.

Also, the range of human knowledge is almost staggering when presented all together and almost all of it small scale. Large scale technologies begin to diminish in importance when you realize what can be constructed on a small scale using available skills and resources.

Going back, however, to my initial feelings about all of the *Catalogs:* The book presents itself as an objective encyclopedia of technique, but superimposed on it all is Whole Earth editor Stewart Brand's very specific view of the world and its possibilites.



Brand is everywhere in the *Catalog*—he is the ultimate New Age consumer, having seemingly tried almost everything once, from the tools to therapies to hang gliding to hot tubs. And it is Brand who supplies the politicalization of scattered information and transforms it into an ideology. It is a single clear message: great change is possible within our daily lives without a fundamental alteration of capitalism, or, as I'm sure he would insist, the small is beautiful project can fundamentally alter capitalism.

To that end, Brand exhibits capitalist society's mania to systematize everything and declares that a multitude of individual and independent activity is, in fact, part of a movement or trend that he has adduced. This is the role of the politician and not an enviable one in my view.

Much in keeping with the small entrepreneurial outlook implicit throughout, Brand, in one of his ubiquitous comments, lauds the reactionary economist Milton Friedman, referring to him as an "astute analyst" who has "good ideas." It is apparently lost on Brand that Friedman and his "Chicago Boys" were the architects of the economy of General Pinochet's Chile (which didn't work) as well as being a favorite of Reagan.

Brand addresses the book, in part, to "Our contemporaries, who have aged into positions of responsibility (one of us governs California. This is really sick! All of the *Catalog's* wealth of information on how people can make do for themselves is seen by Brand, apparently, as a manner of survival until the leap to being a politician is made.

I could rant on about Brand and New Ageism almost endlessly, but would instead recommend the *Catalog* with a weary eye peeled for the Brandism that imposes itself everywhere. But even Brand cannot take away from the value of what he and his cohorts have assembled.

–Coquilles St. Jacques

Postscript: An unfortunate note: Between the Nov. 1980 edition I received as a review copy and a Dec. 1980 copy I purchased as a gift, the cover price had been raised $1.50. I hear ya!

Next Whole Earth Catalog

The easiest way to review *The Next Whole Earth Catalog* is to follow Stewart Brand's advice. He urges readers to "Look up a subject area you know something about and see whether our reviewers know as much or more than you do or anyway enough. And look up a subject area unknown to you and see whether we can get you interested in it."

I turned to the Outdoor Gear section, which contains evaluations of both companies and products. That Sierra Designs tent that saved my life in a blizzard in the Canadian Rockies? "Funky." That shoulder muff in my Marmot sleeping bag that keeps the breeze off my back? "Of questionable worth." That Lowe pack that survived five years of rough-and-tumble outings and a trip around the world? "Limited longevity." One man's opinion? Maybe. But it's hard to ignore the fact that one manufacturer receives much of the praise and nearly all the encomiums. It turns out the same firm employs the fellow who wrote the section. The *Catalog's* editors advise us not to worry. I worried.

Intrigued by a word I'd never seen before, I decided to apply Brand's second test to the write-up on coppicing, a forestry technique by which "a family of four can generate all the firewood it needs forever from a space 64 feet by 64 feet." It interested me, all right, but what interests me more is whether Stewart Brand has ever spent the winter—as I have—in a place where wood is the principal source of fuel. If everyone gets a woodburning stove, will *anyone* be able to breathe?

The more you dip into the *Catalog*, the more you wonder. There is Brand's advocacy of a proposal that a woman cope with rape legally by humiliating the rapist—charging him, after the deed is done, with indecent exposure. "So far as I know," he says, "no one has ever tried this approach. If you try it, *let us know what happens.*" There is the section on "How to Finance a Home (or Anything) without Job, Capital, Bank, or Crime." (Borrow from your friends.) And there's more, frothy as fresh capuccino. But you get the idea. Too much of this book reads like it was brainstormed late at night after too many tokes in too many Marin County hot tubs.

This doesn't mean you won't find the usual solid advice on everything from buying bagpipes to brewing beer. The tools and crafts sections are better than ever. Despite occasional reviews on the order of "We haven't seen any of their stuff, but it looks promising," most evaluations say something worthwhile without wasting words. You get the skinny on spinning wheels, surplus property, and ecological cockroach management. At its best, the *Next Catalog* pretty much lives up to the staff's explanatory handle: "a less formal *Consumer Reports.*"

At its worst, it's downright insufferable. There is something to be said for any publication that dares to follow every trend, be it the resurgent right or the boom in turkey-baster babies for lesbians. But as a reference work the *Catalog* falls victim to the tangential enthusiasms of its editor, and the mellow center cannot hold. Stewart Brand notwithstanding, the benign reaches of Marin County do not a whole earth make.

The Next Whole Earth Catalog *(Point/Random House, Box 428, Sausalito, CA 94966. 608 pages, $12.50).*

—Kief Hillsbery

June/July '81

OUTSIDE

Wholly New

New Age in Austin would like to direct your attention toward a magazine you may never have run across. Called *CoEvolution Quarterly*, it's worth walking halfway across town for on a rainy night, especially on a rainy night at the present time. I make that statement for two reasons.

First, *CoEvolution* is a great magazine for hobby and serious thinkers. It is edited by Stewart Brand, the presiding genius behind the *Whole Earth Catalog*. Back when the *Whole Earth* came out yearly, there was a quarterly supplement called, with devastating logic, the *Supplement to the Whole Earth Catalog*. After the *Last Whole Earth Catalog* the *Supplement* metamorphosed into *CoEvolution Quarterly*. It appears at the Summer and Winter Solstices and the Fall and Spring Equinoxes. (All activity at our place stops for an hour or two when *CoEvolution* arrives.) A subscription brings 144 pages per issue, for $14.00 a year.

Reviews of books, movies and new tools appear regularly. Recent issues have featured contributions by Gregory Bateson, John Todd, Ursula Le Guin, Robert Rodale, Wavy Gravy, Paolo Saleri, and Gary Snyder; regular cartoon features by Dan O'Neill and R. Crumb; poems, short stories, and fine photography; articles on windpower, light-rail public transportation, the dwindling gene pools of domestic plants, boat restoration, street performing, woman-power, solar housing and ending the arms race—and a slew of other good stuff you can get your teeth into.

The quality and content of most articles is very high. If you don't have time to read an issue when it comes out, don't worry. This is material that wears well; it will be just as timely in a year as it is now. With a circulation of only 40,000 nation-wide, there is a close, almost chummy tone of give-and-take between the magazine's staff, contributors and readers.

The second reason for checking out *CoEvolution* right now is 600 pages ... (Okay, we're letting you in on a secret.) There's going to be a new *Whole Earth Catalog* this fall!

In this cornucopia, called the *Next Whole Earth Catalog*, all the material from the *Last Catalog* and the *Whole Earth Epilog* will be updated, collated, and re-evaluated, and extensive new material will be added. It will sell in book stores for $12.50. But here's the best part of the deal: the *Next Catalog* will count as the fall issue of *CoEvolution Quarterly*. In other words, anyone who subscribes to *CoEvolution Quarterly* before December 21, 1980, will get three issues of plus the *Next Whole Earth Catalog* for their $14.00. That's a $12.50 catalog for $3.50, or three $3.50 magazines for fifty cents each. Any way you slice it, it's a bargain.

For subscriptions write to: *The CoEvolution Quarterly*, Box 428, Sausalito, CA 94965.

Doug Jackson

New Age in Austin 5

perspective.

Finally, our last feature mutant. The mutation in question is increased intelligence.

I've spoken before in this column about the *CoEvolution Quarterly*, to which I am a satisfied subscriber. Well, I just got this quarter's issue, and it weighs in at two and a half kilos. It's got 609 pages, each 37.5 × 27.5 cm (say 8 × 12.5 in.), each crammed with fascinating information. I'm used to

Analog June 22'81

getting good value from *CQ*, but this is ridiculous.

What it is, of course, is **The Next Whole Earth Catalog,** which us *CQ* subscribers receive as our Fall 1980 issue, for a little under a dollar a pound. *You* can buy it for $12.50, a hair over two and a quarter a pound. You can't buy pork chops for that price any more. And this is not pork chops but all (well, a significant portion of) the wonders of the world!

If you are one of the half-dozen people who missed the National Book Award-winning *The Last Whole Earth Catalog* and its *Epilog*, what is offered here again is nothing less than an access guide to everything you always wanted to know about—and a considerable number of things you hadn't *known* you wanted to know about. Under ten general headings there are hundreds upon hundreds of listings of books, tools, artifacts, and accessories of all kinds, grouped by genus and species and carefully indexed.

I've been *browsing* through this goddam thing for the last two months, and I *still* find something fascinating every time I heave it up on my lap and dive in. You want to know what the best tools are for most human enterprises and where to buy them as cheaply as possible? You want to know what's the best manual for any given activity? You want to know where you can get *stereo* color shots of Mars surface, with viewer? How to make meetings work? How to survive in the wilds? The precise chemical composition of natural foods? How to choose a spinning wheel, or a solar power system or a used car or a goat? What Rusty Schweickart (Apollo 9, first man EVA without an umbilical) thinks about urination and defecation in zero-gee? Do you want to know anything useful at all?

If so you can probably find access to the information or artifact you seek in this incredible catalog: current price, ordering address, etc. All items have been tested or vouched for by the *CQ* gang, major-league thinkers and doers. (Most of the hundreds of books listed can be bought through the Whole Earth Household Store at list price plus shipping.) Eleven percent of the listings are carried over from *The Last Whole Earth Catalog;* 17 percent from *The Whole Earth Epilog*. The remaining 72 percent is exactly half brand new and half culled from the last six years of *CQ*.

I don't care who you are or where you're at or whether you can spare the $12.50: you're crazy if you don't buy a copy of this book. Unlikely as it may seem, the mammoth-format paperback is built to survive multiple readings and considerable abuse—and sufficiently valuable to be guaranteed them. If you can't find a copy in your local Captain Book (or whatever), send a check for $12.50 made out to CoEvolution Quarterly to: CoEvolution Quarterly, PO Box 428, Sausalito CA 94966. While you're at it, throw in $14 (or $19 first class, U.S. and Canada) for a subscription to *CQ* itself. Here is a group of folks doing something positive about making the world smarter.

Oh, and the front cover is a color photograph of Terra as seen by the returning Apollo 17 crew; the back is a color shot of the Lunar surface at Earthrise. Both photos make me proud to be human.■

LCQ has rec'd more subs. as a recommendation of Spider Robinsons' 2 articles than any other reviews)

What's left? The magazines, and presses that survive will cater to sure markets. We've already seen the growth of small press interest in publishing self-help and non-ficiton books, much of this generated by the success of the **Whole Earth Catalog,** and **What Color is Your Parachute?** Books on how to survive might be sure sellers. Smart editors will learn to trim ends in the face of the inflation spiral, job crunch, and world crisis so that they can keep pumping their words into the public domain. Some people will continue to publish the poetry and fiction that matters most to them no matter what. In the 80s the publishers and editors who matter will be the ones who are willing to make sacrifices.

New Pages Sum '81

archive

Another Whole Earth Catalog

First came the "Whole Earth Catalog,' then the "Last Whole Earth Catalog," which was not the last at all, for now there is this catalog, announcing, like its predecessors, that the so-called counterculture of the 1960s has survived, made it, is no longer counter but normal, average, acceptable, no longer an anathema but more and more a way of life.

This is old news and the Whole Earth catalogs' once stirring symphony has become unfortunately a monotone whir, something like the irritating sound of computers. Still, we are hungry for these catalogs' message that it is all right to do things for ourselves, drive our own nails, tune our own engines.

The last edition of the Whole Earth Catalog sold more than a million and a half copies and won a National Book Award. It offered itself as a step-by-step encyclopedia to life — and men are always eager to grab up anything which purports to get life down, order it, tidy it up, break it down into presumably easily understood lists and facts. Like the rest of its family, "The Next Whole Earth Catalog" goes after assembling life into compartments with the enthusiasm of a lexicon.

"The Next Whole Earth Catalog," according to my bathroom scales, weighs five and a half pounds. It is 608 pages long. The pages are large and filled with great helpings of reviews and comments on books, articles, pamphlets, equipment, manufacturers, in short, anything that has to do with tools, any tool that might speed a man toward self-reliance. But Brand and his catalog

Figaro Ap 20'81

mistake selfishness, paranoia, and snobbishness for independence and individual freedom.

The catalog's reviews are for the most part superficial, inadequate, all talk and no thought, all twine and no wool. With the last edition of the catalog, Brand complained that too much attention was being paid to the catalog's philosophy and fashion and too little was said about the catalog's usefulness. This time around, Brand has tried to avoid such an error. The catalog tries hard to be all fact and business, all information and no emotion, and at times the entries are instructive, helpful, even entertaining.

Brand says the catalog's purpose is simply to help human beings "conduct their own education, find their own inspiration, shape their own environment." Which is where the trouble starts. Everything here is the individual, the man, instead of men, instead of community, town, city, the earth. For Brand and his catalog, life does not extend beyond what a man can do for himself and any man who can not get along by his own wits is apparently doomed. The catalog sees little good to any industry, most education, all government.

Its distrust of science approaches hysteria. The idea of the catalog seems to be not so much to live as merely survive, to escape the world by shutting ourselves off from it. To help readers break away from life as it is the catalog would rather they read "Lord of the Rings" than Thoreau's "Walden." Thoreau is too much in favor of man in nature and community, in the world.

What Brand and the Whole Earth catalogs still do not understand is that a man can keep a garden and still march boldly into the 21st century; shoe a horse and still pay his income tax; shingle his own roof and still speak to his neighbors; fell a tree and still enjoy reading S.J. Perelman.

Man's salvation does not lie in avoiding life, escaping it, but rather in living it, embracing it, as it is, risks and all.

Finally, Brand and "The Next Whole Earth Catalog" seem to be taken with giving up on the earth and colonizing space. The ultimate escape. My neighbor and I have talked this over. If it comes to this we have decided to stay, take life and the world as they are, do the best we can. My neighbor knows a place in the woods where deer cross and I know how to sharpen an axe.

The Next Whole Earth Catalog: Access to Tools. Edited by Stewart Brand. Random House, $12.50.

PUBLISHING 15

Hippy days are here again

THE Whole Earth Catalog is back. If you remember the original version, published in 1968, description is superfluous. If you don't, it's almost impossible. It was a kind of encyclopaedic, cosmic, hippy answer to a Reader's Digest do-it-yourself manual. It promoted "alternative" energy, lifestyles, technology, ecology and introversion. It belonged on the bookshelves of people who ate brown rice, smoked dope, and felt vibes.

It was a product of its times and of Stewart Brand, who launched the enterprise with two friends from a garage in San Francisco (where else?). The Last Whole Earth Catalog (1971) sold a million copies.

The Next Whole Earth Catalog, just published in the United States, shows how Brand, now 42, believes the world has changed. "Six years ago China was the model for radical America," he writes. "Now America is the model for technical and economic China." The 608-page, 5½-lb volume has 12 pages on computers. The "Last" WEC had two. The early WECs were keen on geodesic domes. The "Next" rejects them for leading.

There is more coverage of sex. Brand being in favour of sophisticated recreation and against accidental procreation. Underground architecture, care of the dying, wind-surfing, and fantasy games are among the new "buzz" topics. There is advice on what to do with animals that have been run over on the road, an attack on metrication, and details on how to urinate in zero gravity.

One of the book's most interesting themes is what Brand describes as "trees-as-a-solution-to-everything" which includes a profile of the Hoedads, a 200-strong reforestation co-operative in Oregon.

But surely a book of this size must worsen the global tree shortage? Brand has an answer to that. He estimates that the first print run used up 6,610 trees. If he achieves his target of 140,000 buyers, it will need only 5 per cent of them to plant one tree each for the project to produce a net tree gain.

John May

Hopeless cheap paper (Cambridge Rexall Paper can't get the title right - 1st my error

BOOKS

Everything You Ever Wanted To Know

Everything You Ever Wanted To Know . . .
The Whole Earth Catalog
Stewart Brand, ed. Rand McNally. 608 pages. $12.50.

By Stephen Bodio

IN 1968 STEWART BRAND, A SOMETIME biologist and Merry Prankster associate of Ken Kesey's, put together the first *Whole Earth Catalog* in a California garage with the help of a couple of other hippies. Their "less formal *Consumer Reports*" went through several progressively larger editions, made money (a lot of which was given away), achieved enough respect during the counter-culture years to win a National Book Award, tried to shut down, and was recalled by readers' demands. Brand and his friends have kept their hand in by publishing an excellent magazine, *Coevolution Quarterly*, which mixes *Whole Earth*-type reviews with science articles, poetry, cartoons, and less describable stuff. And now the *Whole Earth Catalog* itself has returned in a glossy new edition aimed at, among others, "the vast citizenry that has had it with inflation."

It's easy to mock the *Whole Earth Catalog* by calling it "Californian"—that vague adjective employed by New Englanders and New Yorkers to indicate trendiness, illiteracy, and an obsession with hot tubs. Stewart Brand lists a few new obsessions: space colonies, care of the dying, hang gliders. But my reactionary Yankee-ism is conquered by the cheerful eclecticism, pragmatism, and sheer good sense of Brand and his cohorts.

You can find information on *anything* here if you look long enough. There are, of course, pages and pages on such topics as solar energy, wood-burning stoves, and, yes, hot tubs. There is also a two-page section on new wave magazines (*New York Rocker, Trouser Press,* and several I've never heard of) and an insightful, funny, and sometimes terrifying survey of political groups from the far left (CPUSA/ML, who believe in Stalin and Albania and not much else) to the far right (Liberty Lobby, a bunch of Nazis who buy time on WCAS every morning). There are sections on cars, traveling in Asia, knife-making, and feminist literature. Also other literature, not necessarily trendy. I cannot agree with the *New York Times* reviewer who said that the "good reading" section consists of primitive ethnopoetic verse plus *The Lord of the Rings*, unless T. H. White, W. H. Auden, and Thomas Pynchon fit into those categories.

In his preface, Brand worries that reviewers will review the preface itself, then talk about the last ten years. He suggests that the potential critic should instead check an area that he knows something about to see if the catalog's staff knows "enough," then check an area of ignorance and see if the staff's writer can illuminate the subject.

Since I know something about hunting, a subject I expected might get less than sympathetic treatment in a "Californian" milieu, I turned to "Hunting," page 450. I found the single most useful hunting/food-gathering text I know, Robert Candy's *Getting the Most from Your Fish and Game*, plus the state-of-the art *Orvis Catalog*, source of the finest crafted tackle around since Abercrombie and Fitch went out of business. A definite "A." For the second test I asked a local boat builder (whose last project was a twenty-one-foot Carolina Dory with oak frames) to look over the "Boats" and "Boatbuilding" pages. He was reluctant, but, to his surprise, he gave it high marks. "It's got just about everything—all the basics. I'm amazed." Given all this I must rate the catalog high as a useful tool, although honesty compels me to add that a book I ordered from it two weeks ago was already out of print.

There is more here than just usefulness, though. There is a spirit, not of selfishness in the me-generation sense, but of self-reliance. *The Next Whole Earth Catalog* is far from a quaint hippie anachronism, but is rather (and I can't help sounding like a q.h.a. here) *organic*, growing, alive in the eighties. I love its anarchy, its good information, its daring to be foolish. I love Stewart Brand's mind.

The Real Boston Best-Seller List

HARDCOVERS

OUR #	TITLE/AUTHOR	NEW YORK TIMES #
1	**Cosmos,** by Carl Sagan (nonfiction)	1
2	**The Company of Women,** by Mary Gordon	-
3	**Brain,** by Robin Cook	6
4	**Palm Sunday,** by Kurt Vonnegut	-
5	**Ellis Island and Other Stories,** by Mark Helprin	-
6	**Housekeeping,** by Marilyn Robinson	-
7	**Native Realm,** by Czeslaw Milosz	-
8	**The Covenant,** by James A. Michener (fiction)	1
9	**The Last Mafioso,** by Ovid Demaris	9
10	**The Complete Money Market Guide,** by William Donahue	-

Boston's taste differs from New York's taste. Boston's first comprehensive best-seller list is based upon weekly sales figures from Paperback Booksmith (Boylston Street), Wordsworth (Harvard Square), Paperback Booksmith (Coolidge Corner), Waldenbooks (Medford), and Paperback Booksmith (Park Square Building).

TRADE PAPERBACKS

OUR #	TITLE/AUTHOR	NEW YORK TIMES #
1	**The Official Preppy Handbook,** edited by Lisa Birnbach	1
2	**Sylvia Porter's Tax Book**	-
3	**What Color Is Your Parachute?,** by Richard Nelson Bolles	6
4	**Your Income Tax,** by J. K. Lasser	-
5	**No One Here Gets Out Alive,** by Jerry Hopkins and Daniel Sugarman	-
6	**The New Whole Earth Catalogue,** edited by Stewart Brand	8
7	**Joy of Sex,** by Alex Comfort	7
8	**Pay Less Tax Legally,** by Barry Steiner	-
9	**Gödel, Escher, Bach,** by Douglas R. Hofstadter	15
10	**Maggie Women's Book,** by Maggie Lettvin	-

MASS-MARKET PAPERBACKS

OUR #	TITLE/AUTHOR	NEW YORK TIMES #
1	**Back Bay,** by William Martin	-
2	**Men in Love,** by Nancy Friday	-
3	**Princess Daisy,** by Judith Krantz	1
4	**The Bleeding Heart,** by Marilyn French	-
5	**Kane and Abel,** by Jeffrey Archer	-
6	**Tess of the D'Urbervilles,** by Thomas Hardy	-
7	**Love,** by Leo Buscaglia	-
8	**The Devil's Alternative,** by Frederick Forsythe	2
9	**The Girl On a Swing,** by Richard Adams	-
10	**Altered States,** by Paddy Chayevsky	-

'Whole Earth' founder to speak

Wildcat 4/2/81

By DOUG MCDANIEL
Arizona Daily Wildcat

Stewart Brand, editor of The Whole Earth Catalog and the CoEvolution Quarterly, is a leader in the movement toward "soft" technology, which is an attempt to turn away from dependence upon large industrial systems.

Brand will be speaking on "What is Progress?" at 7:30 tonight in the Modern Languages Auditorium.

Involved in the counterculture of the 1960s, Brand is best-known as an intellectual and a social explorer. Brand has also edited The Whole Earth Epilog, The Next Whole Earth Catalog and The Last Whole Earth Catalog.

The Whole Earth Catalog, first published in 1969, was seen as part of the back-to-the-land movement during the 1960s — an attempt turn back the tide of social, psychological and environmental problems caused by mass technology.

The catalog is a compendium of self-help tools, equipment and ideas for those seeking self-suffiency on farms and communes.

In recent years, Brand said he has turned away from the idea of individualism, almost dismissing it as a fantasy. More recently, he advocates a balance between dependence and self-sufficiency.

Brand regards "soft" technology as community gardens, underground houses, windmills, small dams, solar heating equipment — anything that can assist those who are striving to be functionally independent from the rest of the world.

Although Brand has said he has strayed from the idea of total independence, in a phone interview Tuesday he said he still supports the idea of soft technology.

"We used to push self-sufficiency as a goal. People found that it was very hard and did not work too well," Brand said.

"They went out to be isolated and happy, but they came back unhappy. We still stress soft technology, but now we encourage people to be good neighbors," he said.

Brand said survivalists — people who stockpile food and necessities in the mountains — waiting for an inevitable Armageddon, are "just having fun."

They are becoming prepared for what they see as a major event in their lives, Brand said.

According to Brand, the idea for soft technology is based on the notion that large-scale technology can be destructive not only to the environment but also the human psyche. It is an attempt to re-orient human values, he said.

This re-orientation is based on making technology more local and agrarian, as opposed to urban and nuclear.

Although The Whole Earth Catalog established Brand as a national seer and spokesman for the movement, his most widley publicized event was a party that announced his decision to cease publishing in 1971, after three years of successful publishing.

At his "Demise Party," Brand gave away $20,000 in cash to a large and ecstatic crowd.

Brand has served as a consultant for the last several years to California Governor Jerry Brown.

Future Survey 81-375

The Next Whole Earth Catalog: Access to Tools. Edited by Stewart Brand (Editor, *Co-Evolution Quarterly*, Sausalito CA). NY: Random House/POINT, Oct 1980/608p(11x14")/ $14.00pb.

An institution reappears! In its 4th printing by February 1981, 360,000 copies of this new edition are now in print. An item is listed in the **Catalog** if it is deemed useful as a tool, relevant to independent education, high in quality or low in cost, and easily available by mail. "We only review stuff we think is great." Of the 2700 items in this new edition, 11% are carryovers from **The Last Whole Earth Catalog** (1971), 17% are repeated from **The Whole Earth Epilog** (1974), 36% are updated from various issues of *Co-Evolution Quarterly* since 1974, and 36% are new.

Contents are divided into 9 major sections with about 300 subsections: 1) *UNDERSTANDING WHOLE SYSTEMS:* Gregory Bateson, Buckminster Fuller, civilization, earth resources, evolution, water use and care, space, etc. 2) *LAND USE:* farming philosophy, permaculture, gardening, hydroponics, livestock, trees, etc. 3) *SOFT TECHNOLOGY:* good tools, home repair, radical technology, New Alchemy Institute, solar homes, energy conservation, wood heat, vernacular architecture, log houses, underground houses, etc. 4) *CRAFT:* the craft business, furniture making, metalworking, tailoring, weaving, macrame, etc. 5) *COMMUNITY:* living cheap, urban homesteading, small business, communes, medical self-care, psychological self-care, birth control, pets, nutrition, etc. 6) *POLITICS:* political models, nuclear war, environmental politics, rural issues, corporations, tactics, etc. 7) *NOMADICS:* travel, bicycling, cars, outdoor gear, boats, fishing and hunting, prospecting, diving, etc. 8) *COMMUNICATIONS:* art materials and techniques, music making, photography, telecommunications, small publishing, New Wave magazines, computer networking, home computers, etc. 9) *LEARNING:* parenting, kid magazines, animals, nature, schools, college, drugs, Buddhism, yoga, mysticism, Christianity, etc.

(new edition of *Whole Earth Catalog*)

"The Next Whole Earth Catalog" shows a trend towards taking control of one's body in the '80s.

Tools for coping in the '80s

By IRENE L. EVANS
Denver Post Staff Writer

IT HAS BEEN said one learns from every book read — be it good or bad, well-known or obscure, valuable or useless, fact or fiction. And many have expounded on that premise.

"There is more treasure in books than in all the pirates' loot on Treasure Island . . . and best of all, you can enjoy these riches every day of your life," said the late Walt Disney, cartoonist, producer, movie maker.

Disney said those words many years ago, but they could be applied to a relatively new book — "The Next Whole Earth Catalog" (Rand McNally, 1980, $14), edited by Stuart Brand, editor of Co-Evolution Quarterly magazine of Sausalito, Calif.

If, as Disney implies, treasure is knowledge or information, the catalog has it. There are almost 3,000 entries in the book — listings on books that explain the universe as one system, books that tell one how to save money and how to build, how to make and how to repair certain items, as well as information on ordering special tools for special jobs.

For the uninitiated or the unread, "whole earth" has become a sort of generic term for the series of books written by Co-Evolution Quarterly staffers and edited by Brand since the late '60s. The first — "The Whole Earth Catalog" — appeared around 1969.

It was a time marked by hippies and yippies and anti-establishment sentiments. It was a time to protest political and social problems, a time to head back to the land and rather old-fashioned ideas to make the best of this world. It was an era of communes, a time marked by the resurgence of natural childbirth, unprocessed foods and functional clothing.

THE "WHOLE Earth Catalog" told its readers how to live such a life. In 1971, it was updated with the publication of the "Last Whole Earth Catalog," and nine months later, an epilogue to the 1971 catalog was published. That was to have been the last word.

"We went 'out of business' with the idea that (our) function would be filled by the people — via networks and the like — and it wasn't," Brand said in a telephone interview.

By the time the '80s arrived, Brand and company decided a new "Whole Earth Catalog" had to be done. The world had changed as had the needs and interests of the old catalog's more than 1 million readers.

The hippies and yippies and anti-establishment types of the '60s had grown up, Brand said, and other people — traditionalists, more or less — began to clamor for more information to better their lives.

"This 'Next Catalog' hopes it might be useful to three audiences," Brand wrote in the newest volume's preface.

—"Our contemporaries, who have aged into positions of responsibility (one of us governs California) with most of our generation's premises surprisingly intact and most of us still interested in acquiring more skills.

—"The new college-age population, with its unusual ability (its artists, for example, routinely outclass the showoffs of the '60s), and its apparent lack of confidence to entrepreneur its own road.

—"The vast citizenry that has had it with inflation, people who are rapidly finding that when you fix or build your own house (car, education, body, community), you deal in uninflated coin — your time — and don't get taxed for the transaction."

Defining the catalog is difficult: The tome contains almost 600 pages of material on a wide assortment of subjects. But Brand says the book's subtitle, "An Access to Tools," is the best way to explain its purpose. Tools, he said, can be physical things — farming and carpentry equipment, for instance — as well as ideas, things of the mind.

IF NOTHING else, the catalog provides an opportunity for exploring new, indeed bizarre, ideas at a safe distance — a suggestion that could have been made by the well-known journalist Edward P. Morgan. "A book is the only place in which you can examine a fragile thought without breaking it, or explore an explosive idea without fear it will go off in your face," he wrote.

Roughly 36 percent of the newest catalog's contents is new — that is about 975 brand-new items and books which have been reviewed, Brand said. There is much more information on solar energy and reviews of new solar items; there is more on computers, computer networks, home computers and the future of computers, and there are sections on new things — artificial insemination at home, firewood and space colonies, among them.

There is a great deal of interest in self-healing and medicines for home use, he said, as well as gardening, cutting housing costs, preserving ecology, networks of many kinds and neighborhood/community politics.

"Since 1970, the level of sophistication of the information available and being sought has increased enormously," Brand said. "The reason there is so little overlap between 1970 and 1980 is that tools have not improved that much . . . But one of the things that people have realized is there are a lot more choices. It (the catalog) is a place where a lot of people shop for what to do with their lives . . .

"This is probably a (time) period of maximum disdain from the hippie-yippie period. That's fine — there were lessons that were learned . . . It (discovering alternatives) is not a frontier anymore. (Discovering alternatives is) another one of those cultural examples of keeping (ourselves) intact."

Reflecting the maturity of the '60s crowd is the increased interest in personal finances and personal economics — two of the most important issues in the '80s, Brand said. The "underground economy" — bartering, gardening, self-employment and other economic actions that "cut out the middle man," will continue to grow.

"One of the perhaps most beneficial aspects of inflation is . . . people become very alert," he said. "They just can't put their money in a bank savings account and forget about it.

"The underground economy — where things are conducted by barter or are otherwise unrecorded — is only one side effect. There will possibly be a lot more self-employment. The economists who dare look at this say, 'Well, this is a very healthy sector.' It's a matter of paying attention and deciding that one can do better for himself than an elaborate institution can."

THERE IS "a fair amount of information in the 'Next' catalog on living for less," Brand pointed out, and the catalog addresses "illusions about the accumulation of money — particularly in relation to what it can and cannot do for you when you reach old age."

"The best effect of any book is that it excites the reader to self-activity," wrote Thomas Carlyle (1795-1881), a Scottish essayist and historian. Thus, if one must be spurred to activity, as Carlyle says, the catalog might be the catalyst that triggers an interest in a new cause, activity or hobby.

Another area of concern for the '80s, Brand said, is the idea of outer-space colonization. Brand himself has an interest in it and compiled all of the material for that section of the catalog.

"I'm gambling that space will experience increased interest and activity in coming years," he said. "I did most of the reviews on space colonization — it was a particular schtick I was working on.

"I'd like to see it (space colonization) happen — in two regards. I think it is a genuine alternative to the nuclear-arms race — a form that is not so deadly. And secondly, it is an extension of the concept of extraplanetary behavior, and could become (lead to) a real tool to environmentalists."

Though information and resources are the primary focus of the book, reading it all at once can result in information overload, said Jeff Scheurin, of Denver, who has been a follower of the Whole Earth Catalogs since the first one appeared in the '60s. He thinks the newest catalog is "a perfect book for the 'john.' "

"You can find one thing that interests you, read it in a short amount of time, make a decision as to whether or not it's useful to you, then either file it, put it to use or forget about it," Scheurin said.

The book, he said, is a resource as indispensable as a dictionary or an encyclopedia. And it provides the generalist with permission to be a generalist.

"FOR THE FIRST time, somebody was saying it was OK to be interested in a little bit of everything," Scheurin said. "I was in graduate school when the first 'Whole Earth Catalog' came out. I was studying to be a city planner.

"I bought the 'Whole Earth Catalog' — it was only three bucks then — and found it was a great resource. It had everything. There was stuff on systems of all kinds, people and their needs . . . It was like a bank of ideas — whether you used the money or the ideas or not, you knew they were there if you needed them."

He said the Whole Earth materials are a sharing of perspectives and realizations, a "cross-pollinization" of ideas.

"People stimulate other people to look at different things. It teaches a person interested in one field to look at another and to see how all fields ultimately tie into one, huge Earth system," Scheurin said. " 'Whole Earth' provided more support to those people who knew we all had to pull together to make this thing work."

The trend to be able to take control of one's self, one's body, one's life is reflective of a "new age," and an important aspect of that age is that each person has more and more access to the information to gain that control.

"I keep going back to that saying, something like, 'If I feed you today, you may be hungry tomorrow, but if I teach you to fish today, you'll never be hungry again," Scheurin said.

Another Whole Earth aficionado, Leslie Van de Grift, says the book is, in essence, about books, ideas and people.

"It's an update of what's going on in the world," she said.

Ms. Van de Grift, a volunteer at Denver Open Network and hence a specialist in finding information, hadn't read any of the Whole Earth Catalogs until she received the newest one as a Christmas gift. She said it has been the most used of all her gifts.

Though she doesn't have a specific interest in a particular book entry, Ms. Van de Grift is reading every entry for the learning experience, if nothing else. She is impressed with the book's focus on ecology and community, and its format — which includes maps, drawings and book excerpts.

"You get more of a feel for an item or a book or an issue because they give you more than a review," she said. "And yes, some of the stuff seems dull or outrageous or useless — but who am I to censor what is written? It's information and that makes the main point clear: We need to know what's going on in the world."

archive

JAMES LOVELOCK

STEWART BRAND (Ed.) The Next Whole Earth Catalog. Point (1980). P.O. Box 428, Sausalito, Calif. (U.S.A.) $12.50

More than a catalogue

When a child I took my favourite books to read in the privacy of the lavatory. Nowhere else in the house could I concentrate uninterrupted and enjoy the delights of new or forbidden ideas and information. On the throne of the WC was sanctuary from the hated chores that the womenfolk invented to make sure that my hands were not idle and free for the Devil to manipulate.

I wish that Stewart Brand had been around then with his *Catalog* for it would have been my first choice for reading and browsing over in such privacy. No civilised home is complete without at least two copies of the most recent edition; one for reference on the shelves of the kitchen, or wherever the operating system of the home is and one to take away and read where it can be enjoyed without interruption.

Not only is it much more than a catalogue, with its reviews and commentary on everything but it is also the best of all catalogues, for there is nothing listed in it which is junk. There is a mouth watering guide on those splendid hand tools of the professionals. The ones they so jealously guard and never tell you where they can be bought. Then there is a sort of consumer report on vibrators and if these are what you need, advice on where to send and how to buy them. Indeed the terse low entropy text of the guide to mail order purchase would well be worth a separate printing for general use.

You can not of course expect to stuff a horn of plenty without some breakages. Maybe its because I am not American that the juxtaposition of trees on the page facing the guide to chain saws was hard to take. Here in the UK we have so few trees left that the importation of those devilish machines fills me with gloom. A restoration of mood is easy, just turn back to page 64 to the most glorious of articles on Watersheds; entitled 'Streaming wisdom' by Peter Warshall.

Move back further to page 40 and we come to a review and commentary on Schumacher and 'Small is beautiful'. How, I wonder, would he have reacted to Space Colonies, page 16. I wish that I knew for I love them both.

I have not met Stewart Brand. Yet through the *Catalog* and through the pages of the CoEvolution Quarterly, which he edits, I have grown to know him and his family of colleagues as if I were a part of it. There is something about the mixture of the sensory and the sublime; the feeling that intelligence is incomplete without sensuality, that makes the *catalog* and *CoEvolution Quarterly* family publications in a real and different way. To read them is to experience a homecoming.

Staff of THE NEXT WHOLE EARTH CATALOG, Left to Right, Top to Bottom:
Evelyn, Dianna, Nancy, Stephanie, Andrea, Lorrie, Dick, Kathleen, David W., Anne, Patricia, Susan, Sherry, Don, Stewart, Art, Mimi, Ben, David B., Angela

FORBES MAGAZINE

CHAIRMAN & CHIEF EXECUTIVE OFFICER
EDITOR-IN-CHIEF

April 9, 1981

Mr. Stewart Brand
c/o Random House, Inc.
201 East 50 Street
New York, NY 10022

Dear Mr. Brand:

I thought perhaps you might be interested in my wee editorial on page 20 of this just-off-the-press FORBES.

Cordially,

Malcolm S. Forbes

Enc: FORBES, April 27, 1981

FORBES BUILDING 60 FIFTH AVENUE NEW YORK, N.Y. 10011 212/620-2285

"TO COPE WITH INFLATION, WHAT BOOK

would you most recommend?" I was asked by a Chicago librarians' group. A twofold answer:

Any and all books, because if you are reading you're not spending—for entertainment, baby-sitters, gasoline, for records and tapes and for the multiplying gizmos that provide super sound, etc., *ad infinitum*. Reading taxes only the eyes and at no cost fuels the mind.

In other words, *not* spending helps lessen inflation's impact on individuals. If enough of us spent more time reading and less time spending, what's to inflate with?

A specific recommendation for an inflation-coping book?

The Next Whole Earth Catalog. With the help of this book, you yourself can do plumbing (of sorts), fix the house and everything in it, tinker with the car, "put up" your garden's fruits and vegetables.

As for all those Doomsday bestsellers, forget them. The only ones to benefit from these move-out-of-cities-into-country-cellars-full-of-canned-sardines-and-john-paper books are the authors themselves—in royalties.

Dear People Involved-

Do re-start our subscription. You finally discovered how to appeal to our baser drives, offer us more free goodies. Our sub lapsed only due to economic realities - please don't let certain uptight guilt-ridden members of your staff say it was R. Crumb who closed our minds and pockets, au contraire! We've loved every issue, and I can especially relate to Mr. 9465438, having worked next to him and countless of his clone. Yes, Ms. Herbert, that's him! Mr. Amerika - If you still have doubts, check out the last election results.

So, please take our money. And when again it runs short, send us more of those funny re-enlistment forms. Some of them really deserve framing.

Love

David + Lee Middleman

P.S. Anne, we love you too!

Real doesn't have to mean funny

Dear Folks,

Please renew (finally) my subscription to CQ for 2 years. Any little efforts to speed along the next copy will be welcomed with open arms (I know, you gave me plenty of warning, ample muchness of warning, yes indeed, but I didn't listen, did I? You could have sent out the trained tap-dancing mice, but it wouldn't have made any difference. If, in fact, you had purchased mathed hang-gliders, and flown Anne herbert, Stewart Brand, and Gregory Corso over my house, singing dirges of warning, it probably wouldn't have made any difference, but now, please send out my subscription (starting with the next issues after 1029), because I'm trying desperately to not buy it at the newsstand.).

Thank you very much

Yours,

Douglas Weinfield

Douglas Weinfield (volleyball player who is tall for his size)

Dear C.Q sub Gang scuz bags,

Au contraire, May's Assholes. I have paid my ransom in advance so release my pulp or a desperate character (shown above in psycho-sexual Freudian-phallic-dominate-threatening pose) will come to wipe his ass with your tooth brushes.

Yours Sincerely,
Paul Hulker

DEAR EVOLUTION Quarterly

sub gAng,

This is A response to your ransom note. ENCLOSED is a Copy oF the money ORDER I SENT you ON DEC. 15, 1980.

UnLESS you rE in State my subscription YOU will never SEE my BUSINESS AGAin.

CINDY R. POIRIER

Congratulations
and
Thank you all so much!

Just received the NWEC and we are enjoying and enjoying.
Our "Biases" are again, being meaningfully reinforced.

Affectionately,
Vince and Mad

Toshiki Kaneto
16-5, Nakanoshima Mugi-Cho
Kaifu-Gun, Tokushima-Ken
775 Japan

Dear Sir,

Your company is also famous in Japan.
And your company belongs to top class in the world, too.
My group send me your goods.
So please send me your 5 copies catalogs.
Please send me your old catalogs and 5 stickers.
If you put out new catalogs, please send them by
3 copies every time.
If you put out new stickers, please send them by
5 sheets every time.
I should be eternally indebted to you if you could send me catalogs.

Info Sent

Sincerely Yours,
Toshiki Kaneto
Toshiki Kaneto

Dear folks @ CoEA, 10/10/80

Thanks for a very fine Next Catalog. I "couldn't put it down", staying up until 1 or 2 am three nights running - just opening in at random and beginning there. I've enclosed a subscription order for my Dad who just retired last week. I can't imagine a better guide, for him, to some interesting things to do with his retirement.

Anne,

I found this cartoon in my desk, and thought you might be interested. The cartoonist said he has a better copy.

I love the new Next Catalogue - can't put it down. Doctor says it's my back.

Love,

Scoop

I got my "NEXT" today. Paged thru it for a couple of hours so far. Can't wait for my next broken leg or rainy night.

— BEAUTIFUL JOB —

Those months of work are greatly appreciated - Thanx —

Dear CoEV:

You got me this time. Never before have I received a "magazine" in the mail and been more surprised, baffled, touched, thrilled and so moved to the typewriter.

Thank you for your brilliant surprise. Perhaps there was a warning to the faithful in the previous Co-EV, but I missed it and was caught totally offguard.

"What's this tucked in the doorway? There must be some mistake. I didn't order this yet.... The box does say Issue 27. But this is a book, an OPUS. No, they can't be sending me this as my magazine...can they?!"

It's like getting a surprise party in the mail. I'm shimmying around like a kid who knows he's got to go to the john, but please not yet!

God bless--

=MARC SIEGLER

Woo pieee - do - da - dingy - wing - day - Oh!

→ THE NEXT is BEST!

14 hours — of uninterupted access to tools during my first day!!!!!

[Thank you for producing the finest work of Information/Art in my universe]

B.C.

© Robert Capa
Picasso with his son Claude.
Golfe-Juan. 1948

Dear Stewart and CQ staff:

Thank you for the next whole Earth catalog. It is an impressively crafted ode to excellence, an inspiring clarion of change; it is most clearly a work of love and commitment.

Thank you

Greg Sihvis
and Helen Burke

It is also distressingly addictive: I neglected studies, sleep, even meals and jogging for the first 3 days after the catalog arrived.

ternational Center of Photography, 1130 Fifth Ave. New York, N.Y. 10028 RC 1

A final note: In our house we had to make a rule that the Next Whole Earth Catalogue was not allowed in the bathroom. We found that in a one bathroom house, one could die from renal failure while waiting for someone to finish reading while on the "throne".

Sincerely,

Bonnie D. Springer

To Everyone Who Helped Put TNWEC Together,
Thank you. Hope returns.

Paul Sayler

Dear Stewart,

People on the crowded New York to Toronto flight wondered why anyone would schlepp the giant " Next Whole Earth Catalog " on to the airplane and spread it open to read it in flight. The answer was simple: He couldn't leave it behind.

The new catalog is not only better than the last one, it is, strangely, more important. Even stranger, more timely.

Thanks.

ROBERT L. SCHWARTZ

Best,

1-8-81

Dear Mr Brand, sir,

No doubt, by now, the new catalog has brought you an endless stream of wealth and accolade. However thereby dulled your sense be I tell you flatout, from this most northern outpost, Praised Be Thy Name, for thy blessings to us are manifold and continuous. And the quality! Who can throw a stone?

I have but a pebble to toss at your window for info I need and that was not put in this time, to wit: where can I get dry yogurt and other cultures. I remember there was a Laboratory you sent to.

Will you help me?

Sincerely,
Steve Norman Barrow Alaska 99723
PO Box 687

LT

4/6/81

WHOLE EARTH HOUSEHOLD STORE
FORT MASON CENTER BLDG D
SANFRANCISCOCALIFORNIA94123
TO WHOSOEVER REALLY BELIEVSS ''WE ARE AS GODS'' STEWART BRAND HAS BEEN CAPTURED AND WILL NO LONGER BE AVAILABLE FOR PLAY. INFORM FAMILY IMMEDIATELY AN IMPOSTER MAY BE SENT TO HIS PEOPLE IN HIS PLACE. EXERCISE GREAT CAUTION

MICHAEL MAITREYA TAT

RALPH A. BANNIGAN
Director of Advertising

December 17, 1980

STROUT REALTY, Inc.

PLAZA TOWERS
SPRINGFIELD, MISSOURI 65804
PHONE: (417) 862-5027

Art Kleiner, Editor
The Whole Earth Catalog
Box 428
Sausalito, CA 94966

Dear Art:

On behalf of Strout Realty, I want to thank you for publicizing our free Catalog. Some day we might sit down and try to figure out how many millions of these "real estate bibles" we've given away since 1900 when the company was founded!

For the present, we have placed you on our permanent mailing list to receive each new issue as they come out (three times a year).

Strout Realty is a company of "Hometown" individuals. I don't believe we have a hard-sell character in the whole bunch. I think you can be sure that your readers who visit our offices will be given fair, courteous, and honest treatment.

We enjoy your publications. They are interesting, important and necessary. May you enjoy as many years of success as my company has!

Sincerely,

Ralph Bannigan

Ralph Bannigan
Advertising Director

DEAR COEVOLUTION
FREINDS

THANKS AGAIN FOR REMINDING ME WHATT HARD WORK, VISION, AND DOWN-HOME EXCELLENCE CAN PRODUCE.. THE CATALOG IS BEAUTIFUL!

YOU FOLKS HAVE A BIT OF A MIDAS TOUCH FOR JOURNARISM, AND I HOPE YOU KNOW WE OUT HERE ARE LAPPING UP EVERY PAGE. LONG LIVE YOUR BRAND OF CREATIVITY! (OOPS!)

ALL GOOD THINGS

Jan Balderston

Mr. Art Kleiner
Research Editor
WHOLE EARTH CATALOG
Box 428
Sausalito, California 94966

12/17/80

Dear Mr. Kleiner:

Enclosed is a review copy of INSULATION MANUAL-HOMES/APARTMENTS. Your review on page 234 of the last WHOLE EARTH CATALOG did not include the complete title, gave the wrong publishing date (The correct date is 1979.), and said the manual contained 44 pages (It has 149 pages.). The price was correct, and for that we thank you.

Sincerely,

John W. Carey
Director of Information

JWC/tee

Enclosure

NAHB RESEARCH FOUNDATION, INC.
A Wholly Owned Subsidiary of the National Association of Home Builders

Oops, must've slipped up on the price...
-Art

12-25-80

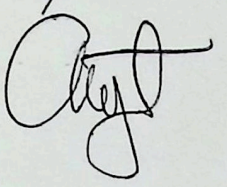
I recently received The Next Whole Earth Catalog. Pages 449-480 were up-side-down. Thought you guys might like to relate this to your binders or printers or who ever. I really enjoyed it! I just turned the book up side down & everything was OK.

B Goodbar

Hi,

You sure like words. Take a break.

I liked your book,



SAN DIEGO FREEWAY
Looking north toward San Fernando Valley.
Color Photo by Louis & Virginia Kay

Published & Distributed by Columbia

H-3528
Columbia International, 11401 Chandler Blvd., No. Hollywood, Calif. 91601 7R711

POST CARD
Address

9G006RADANM03
M RADANOVICH
3275 MONETTE PL
LOS ANGELES, CA 90006

(AGE 170)
FOR ALL MY YEARS
AHEAD, THANK YOU
FOR #27 RECEIVED
THIS NOVE 11:00 AM,
OCT. 7, 1980

CoEvolution Quarterly
P.O. Box 428
Sausalito
Calif 94966

Dear Friends at Co

10/8/80

I just got my copy of the Next Whole Earth Catalog & dropped everything. Wonderful & I will be busy for a long time following ideas & learning.

The price (subscription) of the book is worth $30 in "pages" of the Rising Sun Neighborhood Newsletter.

Where is the info & resources regarding whales & dolphins?

Thank you for food for thought & action.

CoEvolution Quarterly
Box 428
Sausalito, CA
94966

When I read a kid & first DARWIN'S LIBRARY saw the PAUL PLUMADORE whole earth catalogue- I was struck by the healthy looking staff & the richness of collaboration. I have since lived in the Bay Area for 5 years & recently returned to NY. You are the epitomy of what makes life art & there worthwhile. I salute you & hope that I may return - perhaps even to help in the next one -

5B + stuff

Love, Perlberg

PERLBERG 558 Broome #7 NYC

The NASA photo of the Earth was taken by the Apollo 17 astronauts on their return from America's last voyage to the Moon in early December, 1972. The Red Sea and Africa are clearly visible at the top of the image, Antarctica at the bottom.

This postcard is available from The CoEvolution Quarterly, Box 428, Sausalito, CA 94965, at $3.00 for 10 cards (postpaid). A subscription to the magazine costs $12/year.

Mary Nyquist Koons 2039-9th Av SF CA 94116

DETROIT INSTITUTE OF ARTS
ORNAMENT
AKAN, GHANA, AND IVORY COAST
Gold, h. 6 cm. (2⅜ in.)
ELEANOR CLAY FORD FUND FOR AFRICAN ART
(76.26)

HELEN KELLER
ANNE SULLIVAN

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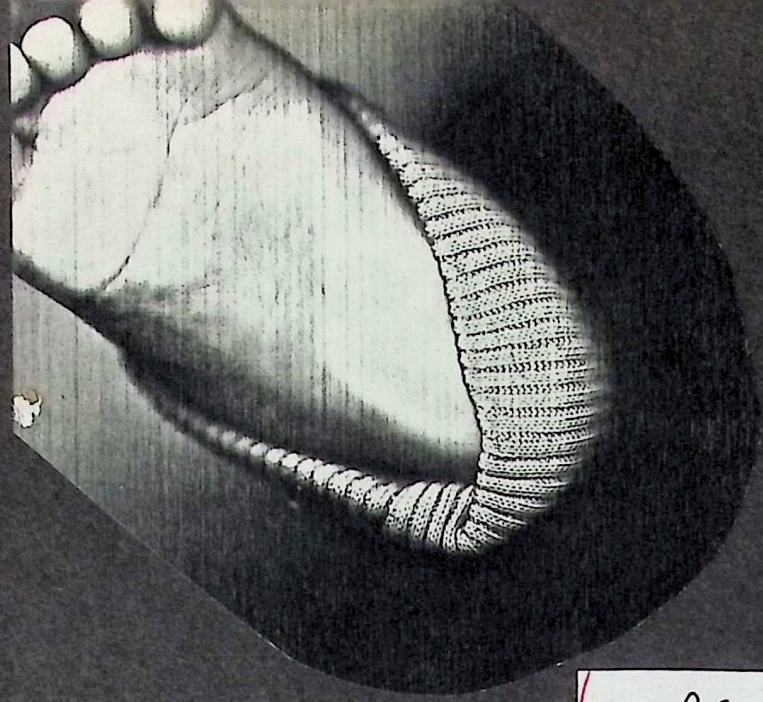
I'm overwhelmed.

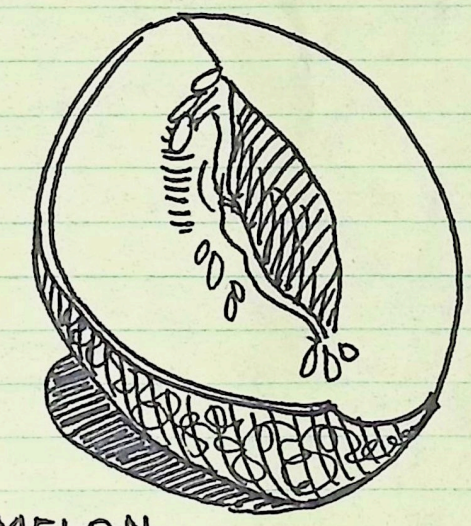
Thanks.

The NWEC Staff.
Box 428
Sausalito, CA
94966

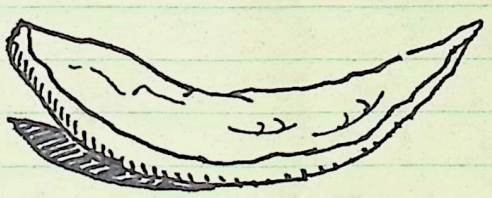


P.S. Where exactly, in which Southern state, is the Martin Luther King memorial? I'd like to see it. so would I

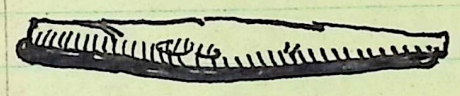
WHY DO WE ALLOW LIES TO BE PRINTED?

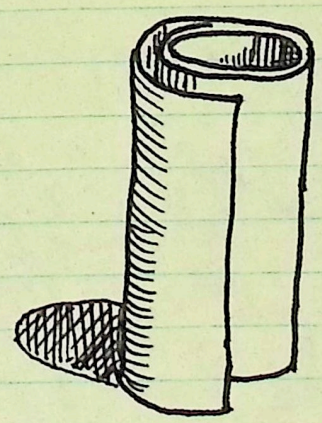


MELON
EATEN BEFORE COMPLETION
OF DRAWING



KITCHEN* TABLE 4AM





*not to scale

3/30/81

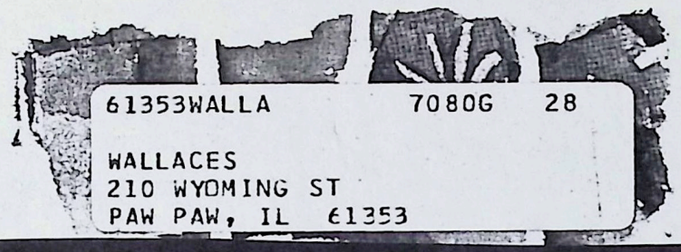
RECEIVED APR 10 1981

Dear Sir or Madam,

Although we have appreciated the Whole Earth Catalogues we did not appreciate or enjoy the last issue of Co Evolution Quarterly No. 28 1980 winter. Your Article on circumcision was not in itself bad but your drawings were repugnant. It is for this reason I am asking you all to cancel our subscription.

Thank-you

Lance Wallan



2/14

Dear Eds;

I would like to see some coverage of De-volution.

Eat the rich,

R.P.

I have Whole Earth Catalogs going back to 1968, a Last Catalog, a Last Supplement, a Next Catalog, a pile of CoEvs, posters and a T-shirt.

Someday I'll write an article to show where it's all gotten me.

I wanted to write some book reviews but all my favorite books are out of print.

So for now I'll just say thank you; sign me up for two more years. CoEv is the only magazine I read cover-to-cover.

Consider this a love letter.

"And you thought Webber could make something out of that?"

He stirred uneasily. "I sent a note with the clipping. I thought Webber might give it a good slant. You know, university professor linked with repressive security forces, private army kind of thing. Maybe he could have shown that Brazil was looking for inside dope on how to make people more aggressive, and maybe Fells was going out of bounds for research money. I don't know. I just reacted." He passed a shaking hand across his face. "Fells makes $12,600 more than I do. I guess I thought it wouldn't do him any good at promotion time to be associating with somebody like Brazil. Berkeley's a pretty intolerant place if you don't wear workshirts and Levi's and read the *Co-Evolution Quarterly*. He's always been a shit to me, because I haven't done any good work since . . ." His voice went away in a mutter, and he shifted the weight of his crossed leg with both hands. I killed the cigarette.

"Did you know that Webber knew Brazil too?"

"No, did he?"

"A long time ago."

"I thought Webber would write it up, you know, right away. But he never used it. He called me about a week later with a question. But he never ran the story. And now you're telling me he's disappeared." Foreman hugged himself, as if he had suddenly shivered. "Jesus, I'm scared."

"What was the question, John?"

"He wanted to know if Fells ever went out to the Sacramento Valley."

Fred was fiddling with his police radio when I got back to the car, a long black metal rectangle slung under the dashboard that he plays constantly when he drives, listening with half his mind, he once told me, the way he used to listen to his wife.

"I got something," I said as I eased in beside him.

He started the Chevrolet and turned down the volume knob on the radio. "I got something too," he said over the low mutter of names and numbers at my knee. The Chevrolet slid around a bus and started down one of the